

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 19 SPRUCE ST., NEW YORK.

VOL. XXXIX. NEW YORK, APRIL 30, 1902.

No. 5.

THE PHILADELPHIA RECORD

*carries more department store
advertising than any other
paper in the world.*

In 1901 it carried 595,308 lines of advertising more than the preceding year.

Do you know the reason
for this great gain?

*It is because THE PHILADEL-
PHIA RECORD brings results.*

THE BIRMINGHAM DAILY NEWS,

Guarantees

1. The largest circulation in Alabama.
2. Double the circulation of any other paper in Birmingham.
3. An average of over 13,000 copies per issue.

It reaches thoroughly the people of Birmingham and Jefferson County, Alabama—a community of 170,000 people, among whom

\$2,425,000 Monthly

is distributed in wages by the railway and manufacturing companies alone. A share in the business and prosperity of these people can be had by placing your advertisement in

The Birmingham News

**THE J. E. VAN DOREN SPECIAL AGENCY,
MANAGERS FOREIGN ADVERTISING DEPARTMENT,**

1103-1105 Boyce Building,
CHICAGO.

407-410 Temple Court,
NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIX.

NEW YORK, APRIL 30, 1902.

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THE ADVERTISING TREND IS NEWSPAPERWARD.

The poster on a dead wall may be the conception of an artist and command attention by reason of the harmony of its coloring; the street car card may be the joint production of a genius in word-painting and a master in the art preservative; the fence sign common along the railway (with apologies to the Omega Oil folks, Mennen, Ingersoll, Heinz, et als) may embody a novel idea artistically wrought out; the booklet, the folder and the thousand and one other schemes compounded solely for advertising purposes may each and all have something to recommend them. But as a means of publicity the newspaper undoubtedly stands at the top of the heap, is in a class by itself. This being so, then, there must be sufficient reason for it. It is simply because the newspaper goes to the people, whereas to be introduced to the poster, the street car card, the fence sign, etc., the people must needs go to them. The inference is plain. The booklet, the folder, the other advertising media reach you through the postoffice—perhaps and perhaps not—along with more important mail matter, and the chances of their bridging the waste-banked chasm are as one to fifty, approximately.

The newspaper is a necessity with the public. It is read for the information it contains. The busiest find time to peruse its pages. It is a welcome guest in every home, and it is in the home circle that its influence as an advertising medium bears greatest weight. More and more is this fact appreciated. In theatrical circles the poster is not the factor of a few years ago. Managers are using less wall display and fewer window cards, while their newspaper

appropriations have relatively increased. Book publishers report an enormous increase in sales the past few years under the present system of display advertising in newspapers. So great is its faith in this form of publicity that one well-known New York publishing house, that formerly depended almost wholly upon posters to distribute its output, is at present using a half-page in some of the leading dailies to exploit its wares. This surely indicates that the advertising trend is toward newspapers.

A practical demonstration of the value of newspaper advertising was given in this vicinity a short time since. Some of the most enterprising of Asbury Park's merchants banded together in a grand advertising coup. In the local papers they announced a special sale on a certain day. Trains were chartered to carry prospective customers up and down the railroad free. Every merchant in the combine increased his newspaper space by many inches. The advantages of the special sale and the merits of the goods offered were extolled under flaring headlines. Advertisements crowded the columns ordinarily devoted to reading matter. The magnitude of the enterprise, the boldness of its promoters and the novelty of such an advertising scheme were made the subjects of extended comment in nearly every newspaper in the country. The whole thing was in the nature of an experiment, and the merchants stood to lose heavily if a failure was scored. But their faith in advertising was amply justified. Thousands of people flocked to the town, and once there they spent their money. It made a difference of not less than \$10,000 in the half-day's receipts for the merchants in the pool. It is a significant fact that the horde

of strangers visiting town spent their money with the merchants that advertised.

This brings me to another point I wish to emphasize. Newspaper advertising is admittedly a sign of business prosperity, the thermometer that records the business temperature. The most successful merchants have been the largest newspaper advertisers. The size of a merchant's business, however, need not necessarily determine the amount of his advertising appropriation. The point is to advertise—and keep on advertising. People who read newspapers read advertisements, because when in want of anything the surest, handiest and quickest way to find it is through the advertising columns of the paper.

Banks, churches, libraries and other exclusive institutions have awakened to the benefits of newspaper advertising. The cards of physicians of all schools are seen in the papers, a practice formerly considered at variance with professional ethics. All lines of trade and all professions are represented in the newspaper advertising of to-day. The trend of advertising is newspaperward.

JOHN E. QUINN.

PRACTICALITIES.

Mr. Herbert Kaufman, of the Kaufman Agency, New York, recently said the following bright things on advertising and advertising mediums:

"Circulation is not always a matter of figures. Mediums bear a relation to men, and their strengths and weaknesses are very similar to those of men. A boy of sixteen will often outlift and outpull a man of forty. Mediums accumulate fat, get short-winded, have weak hearts and knees and backbones and all the physical ills. One hundred thousand circulation may mean 'no more in a medium than does a weight of 180 pounds in a man. It may not be good weight or good circulation. Therefore, it is wisest to accurately determine what your medium can do—how much it can pull, how much it can

lift, how fast it can walk to the place where you want it to go and how many times it can do all in succession. If a light-weight medium of 10,000 circulation can do the work you want done there is little reason for using a medium of 100,000 for the sake of its bigness."

"Advertising is not only a wheel in modern business, but it is the driving wheel. It runs the belt between producer and consumer, and the trick of it all is to get it to do its work with the least friction."

"The agency, the advertising and the business should sound a musical chord. The making of business for the advertiser is the readiest way of increasing commissions. Even though the appropriation is but ten dollars the agency must study the advertiser's goods and know his business down to its least detail. In this way only can the advertising be made to reflect the goods. We all know the business that does not fit its advertising."

"The unscrupulous advertiser must eventually disappear. The class of medical advertising which works upon the fears of men and women and keeps them from proper medical attention is dastardly. Its victims are always poor people, and it is responsible for suffering and actual death. Legitimate advertising is running a race with the law for the suppression of this species of fraud, and it is easy to see the beginning of the end."

"Advertising is as great a business force as capital. It can be handled as wisely or as foolishly, and made to do things as amazing. And it is as necessary to modern commerce as capital. Capital is being used to-day upon a scale and a plan that makes it practically a new force, and advertising (which is quite as old in its rudiments) is its blood brother. Ten years from now the letter head of the modern business will bear the legends 'Capitalized for \$1,000,000—Advertised for \$500,000.'"

Successful advertisers have always advertised in

THE SUN

That is why you should be among the number—successful men seek each others' company.

Address
THE SUN, NEW YORK.

THE SEVENTH SUGAR BOWL.

Since the beginning of the year PRINTERS' INK has been attempting to learn the name of the Agricultural paper that best serves as an educator and counselor for the agricultural population and best serves as a medium for communicating with that class, with a view of awarding a sugar bowl to it, as a testimonial to its merits.

A tentative claim for the Sugar Bowl has been set up for *Country Life in America*, published by Doubleday, Page & Co. The paper comes near enough to agriculture to be entitled to consideration, but it is too new, too young, not being yet a year old. It is by all odds the most beautiful, the most attractive, the most charming periodical of its kind that PRINTERS' INK has ever seen, and if it keeps up to its present standard until it shall have added years to its span of life it will not only take the Sugar Bowl, if one is offered, but the sugar and the spoon and the teapot and the coffee pot. In fact it is so good that the Little Schoolmaster does not see how it can hope to exist without falling below the standard of excellence it has set for itself and thus far maintained.

The only real claims submitted in good faith worthy of consideration thus far have been made for the *Country Gentleman* of Albany and the *Farm Journal* of Philadelphia.

Some extracts from letters setting forth the claims of these papers are given below:

Country Gentleman.

Its articles represent the experience of the best farmers.

Its reading matter is written by men whose opinions carry weight.

By all odds the best agricultural journal in the country.

Its teachings are always conservative, correct and intelligent.

It is the brightest star in the galaxy of agricultural publications.

Is taken by the best and most substantial class of farmers and breeders.

Its dignity, breadth of mind and conciseness are not equaled in its class.

Whenever I have anything to sell I advertise it in the *Country Gentleman*, and am sure of a sale.

Published seventy-two years. Was a good paper at the start and has grown better every year.

Farm Journal.

Its articles go right to the heart of things. Small, condensed and right to the point. It guarantees the good faith of its advertisers. It publishes no humbug advertisements for love or money.

Its first and most important quality is good faith, sincerity, squareness.

As an exponent of good, common sense it has no superior.

It teaches carefulness, thriftiness and economy.

It can tell us more in a few words than any paper I know of.

No agricultural paper is doing so much to educate the farmer.

American farm boys need just the encouragement advocated by this paper.

On a hill way up in Vermont is a family that has taken it for twenty years.

It has the largest circulation of any farm paper published.

It teems with proverbial philosophy, shrewd observations and splendid common sense.

It is amazing to see how much pleasure and profit can be crowded into its limited space.

There is in it that kind of good advice on every-day problems that makes us sure of the result if we follow it.

It leads all agricultural papers, and its price is so low. It is read by 2,000,000 people and is all in a nutshell.

The care displayed in the acceptance of an advertisement gives us the assurance of fair play, and we buy of the advertiser without fear.

I have taken it fifteen years. My subscription is now paid up to December, 1904. If the Lord permits I will take it fifteen years more.

While taking other agricultural papers would rather lose the whole bunch than our little *Farm Journal*.

The real interests of the farmer (and especially of his wife) are catered to with a care, thoroughness, and withal a brevity that makes the paper a model of its kind.

Its advertising columns are a handbook of farmers' supplies that for usefulness and reliability have not an equal in the world. Farmers can buy of any advertiser with safety.

When we began housekeeping it was our guide. Other journals crowded it out, and we ceased to be progressive. Then we sent in a five-year subscription, and if the time ever comes when a late copy is not found in the house it will be after we have gone.

The publishers decline to regard their readers as good subjects to be worked, and guard them against fraud with a watchfulness which alone would make the paper unique.

It may be that the merits of these two papers are so well established and admitted by rivals and competitors that no other agricultural journal has the temerity to ask for consideration in competition with them. With a desire to ascertain the views of the editors on this subject a marked copy of this issue of PRINTERS' INK is mailed to each of the nearly five hundred periodicals catalogued in the American Newspaper Directory for 1902 that attempts to cover the field to which these two superlatively excellent journals are devoted.

To The General Advertiser:

You can easily determine the best advertising medium in San Francisco by consulting *those who know*—**THE LOCAL ADVERTISERS.**

In 1901 no morning paper in San Francisco published as much display advertising as the

SAN FRANCISCO CALL

On pages 9, 11 and 13 of this issue of PRINTERS' INK you will find a few positively expressed opinions of the CALL. If you are interested write us, and we will send you many more.

FOR ADVERTISING RATES ADDRESS

STEPHEN B. SMITH, Advertising Representative,
30 Tribune Building, New York.

C. GEORGE KROGNES, Advertising Representative,
Marquette Building, Chicago.

JOHN D. SPRECKELS, Publisher and Proprietor,
SAN FRANCISCO, CAL.

PUBLISHERS' PUBLICITY.

By the Dean.

No one knows why—but newspaper men are poor advertisers.

Once in a while there is a "shining light" that breaks this rule and forces his paper to the front.

There are many more who would probably advertise their publications if they knew how.

The easiest, quickest and most thorough lessons are to be learned weekly from the Little Schoolmaster.

Every issue of PRINTERS' INK contains numerous hints and suggestions helpful to the wide awake publisher.

The New York *Herald* is using the old idea of featuring its features. Posters are sent out by the thousands during the week announcing the main attractions in the Sunday editions.

The old and conservative New York *Tribune* distributed tons upon tons of sample pages, using mostly the magazine section of the Sunday paper, and the newsdealers claim it helps sales.

The New York *Journal* gets its big circulation with "schemes." Mr. Morrill Goddard, the editor of the Sunday edition, has just closed a successful baby beauty contest that brought to the paper thousands of new readers.

The New York *World* is using the new picture color process effectively and is interesting its younger readers with a series of alluring prizes.

The *Sun* is satisfied to rely for business year after year on its straightforward, well-worded page ads in PRINTERS' INK:

"Successful advertisers always advertised in the *Sun*—that is why you should be among the number. Successful men seek each others' company."

In Philadelphia the press takes a progressive way of gaining publicity. Sales and subscriptions are run up into big figures largely by

personal canvassing and the extensive advertisers are reached directly and effectively by advertising in PRINTERS' INK. The three leading Philadelphia papers had all of the best preferred positions in a late issue of the Little Schoolmaster. The *Record* occupied the front cover, the *Inquirer* the last page, while the *Item* spread over the two center pages. When you think of this it is little wonder that the Quaker City gets such a large lot of outside advertising.

Boston papers "splurge" a little now and then. The *Herald* has been known to take an ad covering two pages in a paper going among newspaper publishers.

The Boston *Globe* is the medium of the Hub and does not advertise. In an issue before me the paper contains ten solid pages of want ads. While adhering to an obsolete rule of the Publishers' Association to refrain from advertising in journals for advertisers, the publishers do advertise the features of the *Globe* in daily papers all over New England.

The *Post* never loses an opportunity to advertise itself; for instance it will decorate its building on the slightest provocation and it runs many prize features that interest its readers.

The Boston *Journal* is the only paper that believes in posters and trolley car cards. The first named is only a one-sheet affair but the car cards are very attractive and are changed weekly. They contain the premium pictures in colors given away with the Sunday edition.



STRENUOUS ADVERTISING.

"None Better."

OFFICE OF
MARKS BROTHERS

MANUFACTURERS OF

• LADIES', CHILDREN'S AND INFANTS' WEAR •

1212-1214 MARKET STREET.

Wares Room, First Floor
Factory, Second Floor

Telephone: South 316

Branch, 202 North Street
Telephone: Juno 1378

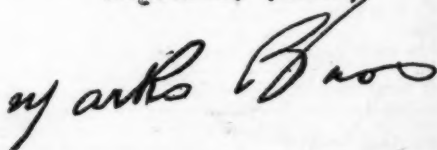
San Francisco, APRIL 10th, 1908.

Mr. W. J. Martin,
Business Manager S.F. CALL,
Dear Sir:-

Replying to your recent favor- we have patronized the CALL considerably for over two years. Possibly you have noticed that our ads are increasing not only in frequency but in size. That is because we are not advertising for pastime but for results.

We have no fault to find and you may rely on an increasing patronage of your columns. We like all the San Francisco dailies but none bring to us better returns than the paper you represent.

Sincerely yours,



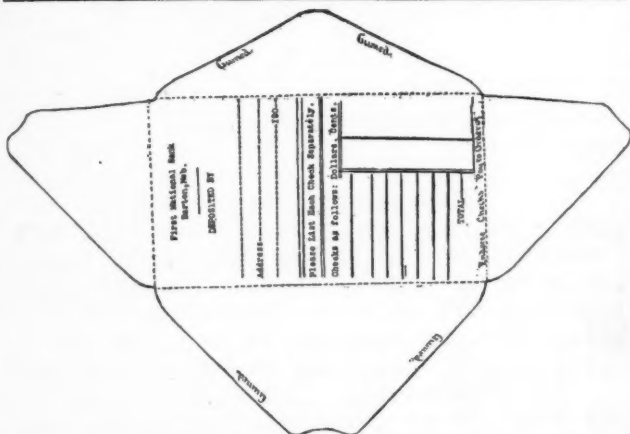
Circulation over 60,000
Books open to advertisers

BANKING BY MAIL.

The increasing competition which banks and trust companies are compelled to contend with keeps the officials of these institutions pretty busy contriving ways and means whereby the deposit line can be advanced. This state of affairs has resulted in the discovery of many excellent advertisement constructors among the officers and employees of banks. In a recent issue of *PRINTERS' INK*

carry large sums of money and many checks in their pockets rather than take the trouble of going to the bank, or of addressing an envelope, filling out a deposit slip, and mailing it to the bank. This would mean a large loss to the bank, as the funds of several hundred of these customers would aggregate a large sum daily. With the idea of overcoming this difficulty, the cashier devised an envelope, a diagram of which is shown below.

On the reverse side of the en-



an interesting article appeared showing some of the ways in which Mr. Frank Dean, cashier of the Fifth Avenue Bank, New York, succeeds in building up that institution by judicious advertising.

This article is written for the purpose of showing how some banks have invaded the mail order field.

A most effective scheme for increasing the deposits of a bank has been devised by a former New York bank cashier. This banker found that many of the out-of-town customers of the bank would

velope is printed the name and address of the bank with blank lines for the name and address of the sender. Besides reminding the customer that his business is desired, it lessens his labor, as he has simply to fill out the slip, inclose his check, affix a stamp and mail the letter.

Financial institutions throughout the country are now using these envelopes. One bank in the South is reporting an increase in deposits of \$50,000, the increase said to be due to the use of these envelopes.

THERE is probably no other word that needs such close watching in constructing an advertisement as the adjective. Its misuse is so frequent that the long-suffering public hail as a deliverer the advertiser who can write interestingly

about his goods and his store without indulging in the rainbow and sky-rocket effects that are all too common in department store and other brands of modern, so-called "professional" advertising.—*Business Problems*.

"The Call Easily Leads."

Chester F. Wright
Corsets

RETAIL STORES
6 Geary St., San Francisco
453 Thirteenth St., Oakland

539 MARKET STREET

San Francisco, APRIL 10th _____ 1908.

W. J. Martin,
Business Mgr. CALL.
My dear Mr. Martin:-

Your note at hand.
As you know, my specialty is corsets.
I entered on advertising a trifle
timidly- only 2 inches single column
occasionally. My order now with you
is for six inches deep across three
columns alternate weeks and I find it
pays. Experience has led me to be-
lieve that the CALL easily leads in
drawing power for goods in use by
women.

Yours truly,

Chester F. Wright

Circulation over 60,000.
Books open to advertisers.

SALARY OR COMMISSION?

Is it better for an advertising solicitor to work on salary or commission, or both? The man who works without salary usually gets a good commission. There are times when he makes more money than the salaried man, but all the time he is taking more risks. A living salary and a small commission is safer and better than no salary and a large commission—better from whichever standpoint we regard it.

I don't deny that this is a very pleasant and comfortable arrangement for employers, because they assume no risk whatever in getting business. They virtually get a dollar's worth before they hand out a quarter, thirty, or forty cents, as it may be. Any fool will be willing to stand on the street corner and pay a quarter to everybody who hands him a dollar. The man who works on commission alone is allowing himself to be played for a fool all right. He has all the work, all the waiting, all the worry. He has to earn every cent he gets—his employer simply pays out so much money for value already received. No contract, no commission; no commission, no bread and butter for the solicitor. The employer will eat and sleep as usual, business or no business. His only worry is whether the contracts are good, or of the kind that carries doubt as to ability to pay. But on such he never pays any commission until he is satisfied. In other words, he "takes no chances." That part of it he leaves to the solicitor.

I fail to see the sense of speculating even a little of my time in a business in which the proprietor is not willing to speculate a little of his money. If it is worth while for me to give my working hours to it, and pay the necessary cost of getting, or trying to get, the business, then it is worth the business man's while to maintain me while so doing. If he reply that I am working for myself and should sustain myself, I answer that I am working for him as well and that, inasmuch as he will profit most by my success, he

should pay his proportionate share in getting the business, or in trying to get it.

The propositions that are put to some advertising solicitors to-day are insulting to ordinary intelligence. It is the old story of "Live horse and you'll get oats." They don't offer the horse the oats to help him to live, because they don't want to go to any expense at all. Some of these publishers offer very large commissions, or they sound large, in some cases as high as 50 per cent, but when one figures on what he has to sell in order to earn the commission the glamour falls off it.

For instance, a certain publisher has a medium which, he claims, has a circulation of half a million per issue. He bases his advertising rates on those figures and offers the solicitor 50 per cent commission on all business he gets. We'll say he wants \$2 a line for his space—how many advertisers are there crack-brained enough to give him half that, when his circulation figures are all the time under a cloud? As an absolute fact the circulation is really not one-third of what is claimed—probably not one-fourth—but because a few "faraways" have believed the figures given and paid the price asked, he thinks that every advertiser ought to rush to do the same.

No, he does not think so, but he wants the solicitor to think he thinks so. If a skilled liar, the solicitor may succeed in swindling some advertisers by getting the full rates, but the 50 per cent he so secures never compensates him for the long weeks and months spent trying in vain to convince advertisers that his medium is worth anything like the rates asked. If the figures were cut in half and the solicitor had ten per cent on the business he might draw a great deal more in commissions.

It is absolutely essential that advertising matter should be interesting. If you could write as entertainingly in your ads as Mark Twain or Shakespeare, Bill Nye or Milton, every one would give your ad first attention upon receiving the paper.—*Business Problems.*

"The Best."

Importers of
Fancy Goods, Lace
Embroideries, etc.

Telephone Clay 281

Corsets, Hosiery,
Gloves, Ladies' Underwear
Hosiery, etc.

Joe Rosenberg

Poston Building, 816 Market and 11 O'Farrell Street

San Francisco April 10, 1902. #599

Mr. W. J. Martin,
Business Manager S.F. CALL.

Dear Sir:-

In response to your note of inquiry regarding the CALL- I have had no occasion to change my opinion since my letter last year, when I gave the CALL as strong an endorsement as possible to give- namely, that to my mind it is the best advertising medium in San Francisco for my line of business. I attribute much of my largely increased patronage to the CALL'S big circulation in the homes.

You are at liberty to refer to me at all times, but the best reference you can give is to send inquirers over to 816 Market on special sale days advertised in your columns.

Yours truly,

Joseph Rosenberg

Circulation over 60,000.
Books open to advertisers.

A CHANCE FOR THE ADVERTISING SOLICITOR.

To the young man who is just starting out in quest of business success, and who has the gift of a good education, a good appearance, good talking ability and the power of making others think and see things as he does, the advertising field offers inducements that can be found in no other business.

It is true that there are many advertising solicitors who make but a bare living, but this is no proof that the calling is an unprofitable one. On the contrary, it points to the fact that the successful ones are few, and that there are plenty of chances at the top for the beginners if they but make a study of the business and thereby become perfectly familiar with their subject, so that they can express themselves intelligently and convincingly to the prospective advertiser.

A branch of the advertising business which is neglected to a large extent is the financial announcements. In looking over the advertisement columns of the larger dailies and financial publications many financial cards will be found, it is true, but the percentage of advertisers of this description is very small compared with the long list of non-advertisers. Take the city of New York, for instance; not more than 15 per cent of the banks and trust companies advertise, except to publish dividend notices, meeting notices and a statement of their condition, all of which are required by law.

One reason, and probably the most important, for this state of affairs, is the inaccessible position of the officers of these institutions. The average solicitor cannot get a chance to offer his wares for sale, the official believing himself too busy an individual to "waste time" in talking to a person who can, in his opinion, be of little help to the large interests he represents. This is where the wise young solicitor, ambitious to make a success of himself, will see his opportunity, and, should he improve it, step into a position which

in a comparatively short time will pay him handsomely.

The active vice-president or the cashier are the officers who generally make contracts of all descriptions, and it is to one of these that the advertising solicitor must make his bow, and they being probably the hardest men in the business world to get an interview with, he must go about the matter in a diplomatic way. The majority of these officers care nothing for the standing of a newspaper, and seldom see even the news department representative, so the solicitor must not depend upon the name of his paper, no matter how high it may stand in the profession, to get him an audience with the banker.

In any business the beginner must start at the bottom, and this is also true of the advertising solicitor. He should familiarize himself with the publication he is to represent, letting nothing escape from cover to cover. Then he must get acquainted with the banker, through a personal friend if possible, by a self introduction if necessary. Make frequent calls, being careful to refrain from talking advertising, all the time studying how your paper can help the bank, what class of business it caters to particularly and when the officer is apt to be in the best humor, for there are times in the day when he is better natured than at others, for his is a trying life, the nervous strain at times being unexpressible. The next step is to prepare the advertisement, making it look as near as possible as it would printed in the paper. Having done this, it should be submitted to the banker with the fewest possible words, telling him the advantages offered by the publication. If the argument is at all convincing he will get the coveted contract, for the banker, more than any other business man, likes to have his institution among the leaders.

Success may not come to the solicitor at the start, but after he gets a footing among bankers and financial men his future is assured, for these men, once interested, are good advertisers.

Bids for Advertising in Milwaukee

***The Daily Reporter's Offer the Lowest for
Publication of Official Notices.***

Bids were opened this morning, April 15, for the publication of the proceedings of the common council in pamphlet form and for the publication of city advertisements. The *Daily Reporter*, a real estate and court record publication, submitted the lowest bid for the publication of notices, its bid being 12 cents for the first insertion and 13 cents for each subsequent insertion. Protest was made by a representative of the *Daily News*, whose bid was the next lowest, on the ground that the *Daily Reporter* is not a daily newspaper for the publication of general news.

GERMAN PAPERS ARE TIED.

The *Germania* and the *Herold* were tie for the publication of notices in the German papers. The *Germania* proposed to print official notices at 50 cents for each first insertion and 5 cents for each subsequent insertion, and the *Herold* Company proposed to print the notices at 40 cents for the first insertion and 10 cents for each subsequent insertion. The committee, composed of Mayor Rose, City Clerk Schuengel and Assistant City Clerk Schultz, decided to report the circumstance to the council with the recommendation that a committee of five be appointed to investigate the circulation books of each paper. Representatives of both papers were present, and they consented to this report.

Following is the list of the bids submitted for printing official notices:

	First Insertion	Each Subsequent Insertion.
Evening Wisconsin.....	\$.63	\$.50
Sentinel.....	.70	.70
News.....	.16	.14
JOURNAL22	.18
Herold.....	.40	.10
Germania.....	.50	.05
Kuryer Polski.....	.14	.02½
Dzjenick Milwaucki.....	.19	.08
Daily Reporter.....	.12	.12

Just before adjourning the old common council appointed a committee consisting of Alderman Smith, Strachota, Meredith, Jeske and Connelly to investigate the circulation books of the *Germania* and the *Herold* in connection with the bids on the city printing.—*Evening Wisconsin*.

ONE-SIDED CONTRACTS. come for advertisers who are striving for the highest efficiency. It has just dawned on me, said to adopt their own form of contract, which includes the representation of a machinery advertiser, that near-

AGENTS' OR PUBLISHERS' PROPOSITION AND REPRESENTATIONS.

Publication		Established			
Where Published		WEEKLY SEMI-WEEKLY MONTHLY			
Territory Covered					
Classes Reached					
Circulation Claimed	Domestic	Foreign	*Paid	Free	Average
Yearly Rate for 1 inch (s. c.) \$.....					
4 inches (s. c.) \$	100 inches used annually as wanted at \$ per inch				
1/2 page \$	300 inches at \$				
1 full page yearly \$	400 inches at \$				
	750 inches at \$				
	350 inches at \$				
	500 inches at \$				
	1000 inches at \$				
	Inches to the page?				
Any Special Inducements?					
Date		Signed by			

ly all of the advertising contracts I am asked to sign are very one-sided affairs in favor of the publisher. I am asked to agree to take a certain space, a certain number of times, and thereafter until forbid, for which I agree to pay a certain sum in monthly or quarterly instalments and furnish copy and cuts to fill this space, and about all the publisher agrees to do in the contract which he furnishes is to print and circulate the advertisement—nothing to the ef-

tations of the medium and all the vital points which are a true measure of value.

"A contract is an agreement between two or more persons to do or not to do a particular thing, based on a consideration." It is perfectly natural for a publisher to want the most favorable sort of a contract, and I don't blame him one bit for wanting it, but it seems to me too much like joining a club—where you pay an initiation fee and certain yearly dues and then it

PUBLISHERS OF		Date
ADDRESS		
In consideration of the representations on the back of this contract you may enter		order for
advertising space as follows:		
SPACE		
FORM	POSITION	
RATE		
AMOUNT		
BEGINNING	AND EXPIRING	PAYABLE
This contract is conditioned on a guaranteed circulation of not less than _____ copies each and every issue and may be terminated by us on 30 days' notice in writing by paying for space used at regular rates on back.		
There are no other conditions		Signed

fect of how much circulation he guarantees, or the classes reached, or territory covered, and I have about concluded that the time has

is "up to you" to get your money's worth.

It is to the best interest of the publisher as well as the advertiser

There are more
Tribunes sold
every day with-
in the corporate
limit of the City
of Minneapolis,
than all the other
local English
daily publica-
tions combined.

See report of the
Association of Am-
erican Advertisers.

to have a mutually advantageous understanding which will produce satisfactory results on both sides, and I think I have solved the problem so far as making contracts is concerned by the following form, which is not a one-sided affair, and since I have observed its operation I am convinced that every progressive advertiser should adopt a form similar to this, and place his advertising at a particular time of the year and by mail, after making comparisons and weighing the value of each medium intelligently.

Now, when an advertising agent calls to see me for the purpose of soliciting advertising for his medium, I hand him one of these contracts (in duplicate) and explain that my advertising appropriation has been placed for the current year, but if he has a good business proposition to make, he can fill in the back on my contract (in duplicate), giving me briefly name, address, when and how often issued, territory covered, classes reached, circulation analyzed, rates and any other special inducements in writing, over date and signature, and I will file same and give full and impartial consideration when the time comes to take up our next year's advertising.

I have found out which the honest publications are since adopting this plan, and it is amusing what some agents have to say against it, who are willing to talk almost anything in regard to circulation, but who "shy" when it comes to putting their statements in writing.

I use an improved keying system for checking and recording results of advertising, and find that my judgment of value of mediums coincides with the net results obtained thus far, and it has encouraged me to consider a large increase in the space used in certain mediums, whose value I have only guessed at in the past.

I advise any advertiser who is striving for efficiency and economy to adopt this form of contract, which is a complete safeguard against misrepresentation and fraud, and without the infor-

mation which it calls for one cannot furnish intelligent ads which exactly fit each medium selected.

A BALTIMORE INFLUENCE.

The *Mail Order Journal*, commenting upon a condition of affairs in the office of the third assistant postmaster-general, at Washington, as exhibited by *PRINTERS' INK* in its issue of April 2nd, says:

The above statements reveal a peculiar condition of affairs in the office of the third assistant postmaster-general. They show to what autocratic whims and vacillation a legitimate publication is exposed, and how an arbitrary decree can destroy a publishing property which has taken years of hard work to build up. Time and again during the last few years we had even earnestly considered the question whether it would not be advisable to give up second-class mail privileges in order not to be constantly haunted by the postal officials, for since its beginning this paper, having incurred the enmity of a number of publishers of political pull, has been constantly investigated by the department.

Repeated efforts have been made to have this paper thrown out of second-class mail privileges, and all our subscribers know how frequently they have received inquiries from the Post Office Department whether they were subscribers or not. Such inquiries sent out to all subscribers, after the Post Office inspectors had investigated this paper and seen the original subscription orders, were liable to fill subscribers with distrust and to scare them from continuing their subscriptions, as some of them were liable to believe that something was wrong with the paper. This shows a condition of affairs unworthy of our government. How long can such tendencies prevail without establishing precedents dangerous to the press?

It is said that Mr. Madden claims that the President takes a great interest in his so-called reform efforts. We do not believe it, but if it is so it will hardly redound to the credit of the present administration which has started in with the best wishes of the country and especially of the Republican party. It would be disastrous to the political fortunes of the administration to encourage unconstitutional tendencies. Whatever abuses of long standing there may exist in the postal services regarding the second-class mail privileges, Congress alone can remedy them, while administrative measures will not meet with the approval of the people, for this country is not governed by such methods, but only by laws enacted by Congress.

Let Congress adopt even unjust and harsh laws and the people will submit rather than to see administrative measures become a part of the government of the country.

If the President, as a man of unquestionable sincerity and lofty ambitions, intends to back Mr. Madden, let him investigate both sides of the question and find out why all of the typographical unions of the country are condemning Mr. Madden's policy, and why certain papers that failed to engage the services of a certain Baltimore attorney to look after their interests have been thrown out of the mails, while others, which retained the attorney have not.

ADVERTISING isn't an art; it's just applied common sense.

THE PITTSBURG PRESS



HAS JUST ORDERED

Another Quad. Press

MAKING

4 QUADRUPLES FOR DAILY USE

The constantly increasing circulation makes it necessary for THE PRESS to make these large expenditures for additional machinery.

No newspaper between Philadelphia and Chicago equals these press facilities.

C. J. BILLSON, Manager,

Foreign Advertising Department,

TRIBUNE BUILDING,
NEW YORK.

STOCK EXCHANGE BUILDING,
CHICAGO.

A NEWSPAPER BROKER.

Few are better known to the newspaper fraternity of the entire country, and to the advertising world than Mr. Charles M. Palmer. His training has been many-sided, so that, having held positions of trust as well as having been an active employer, he has learned to look on newspaper questions from every point of view.

A representative of PRINTERS' INK called on Mr. Palmer, at his office on the seventh floor of the Postal Telegraph Building, 253 Broadway, New York. The inquiry "what exactly is a newspaper broker," elicited the following reply, in practically these words:

"I was led to believe in the necessity of a service such as that which I have instituted through my own experience. In all the relations I had sustained, I had frequently been called upon to buy and sell newspaper properties. I observed that there was no means by which a buyer might reach the people in the business. On the other hand, I knew of many who would buy if they could find what they wanted. How to bring these two elements together was the problem. My first step was to call in the aid of the American Newspaper Directory. From this I culled a list of the proprietors of every daily and every weekly which had a circulation of 1,000 or more. To each of them I sent a circular letter notifying them of the fact that I was ready for business, and asking for further information concerning their publications. I sent a similar letter also to the proprietors of periodicals rated JKL. I was surprised to find how large was the number of comparatively important newspapers which permitted themselves to be rated JKL, through failure to comply with the request of the editor of the American Newspaper Directory. My request for information was in line with that obtained by the publishers of the American Newspaper Directory. But I went further, and tried to get definite ideas of about the amount of business done by each newspaper, both in circulation and

in advertising. Of course these first were merely tentative efforts, and the results were very incomplete. I have ever since, and continuously, been supplementing, by the reports of three experienced newspaper men whom I keep constantly traveling in different parts of the country. I intend to canvass it all over before my work is finished. That accomplished, it will be merely a matter of routine to keep myself informed on the changes up to date.

"With the view of covering the country west of Ohio thoroughly, I have opened a Chicago office under an experienced newspaper and advertising man, Mr. F. K. Kauffman, who had been a special agent there for some years. This makes me strong in my knowledge of the newspaper field of the West, and all the territory tributary to Chicago. The information obtained at either office is duplicated and kept on file at both, with the view of economizing time.

"Of course these facts are all gathered for our own use, and we are naturally chary of communicating them to parties inquiring about special neighborhoods or newspapers. Indeed we never do so, unless authorized by owners of newspapers, etc., to make use of such information with intending purchasers. I expect to have thus available reliable information concerning every newspaper property of any importance in the United States, and of the better ones in the adjoining countries.

"It is also part of the work I have undertaken, to gather information concerning newspaper men—men now at work under salary who may wish to become proprietors on their own account; as well as to learn about those desiring to make changes for larger fields.

"The result has been beyond my most sanguine expectations. I may say that with very few exceptions, I have in my offices, information regarding every newspaper property that can be purchased, either wholly or in part, in the country. As a consequence, intending buyers in good faith, on making plain their requirements, what amount of available means

One of the Very Best Advertising Mediums

Below is a reproduction of a letter sent the **St. Louis Chronicle** by the **Oliver Typewriter Company**, of St. Louis.



St. Louis Office
CENTURY BUILDING

St. Louis, Mo. April 9, 1902.

The Chronicle,

St. Louis, Missouri.

Gentlemen: We send, herewith, additional copy for advertising in the **Evening Chronicle**, which kindly give your usual, prompt and careful attention.

You may be surprised at the large amount of advertising we have been doing in your paper, and for your information we will say that it is due to the simple fact that we have found the **Chronicle** one of the very best advertising mediums we have ever used. Your live, spicy method of treating news items, as well as arranging of advertising, is bound to prove effective, and we therefore are persuaded to give you a very liberal amount of our advertising allowance.

Thanking you for past, as well as future attention to such business as we send you, we are,

Very truly yours,

The Oliver Typewriter Company,

W. A. Ramsey
Manager.

The fact that the **St. Louis Chronicle** printed 75,348 more lines of advertising in March, 1902, than in March, 1901, is sufficient proof that the **Chronicle** is making great progress in St. Louis.

The **St. Louis Chronicle**, together with the **Cleveland Press**, the **Covington, Ky., Post** and the **Cincinnati Post** comprise the **Scripps-McRae League of newspapers**. These four papers combined have a daily output of over **315,000 copies**, and advertising space can be bought in these desirable publications at a lower rate than is offered by any other list of papers in the United States.

they control, and in what line of work they are most successful, can immediately be placed in consideration of one or more properties calculated to meet their requirements.

"I think that the frequent transfer of newspapers renders a bureau of this kind imperative.

"The broker has become a necessity, the offices of an intermediary or middleman are here so obvious. In no class of property is there so much of intangible value as in the newspaper, and in no other kind have the intangible factors so large a money value. Although the conduct of a newspaper is in the commercial sense a manufacturing business, there are few lines of manufacturing in which the necessary cost of the plant is so small a proposition to the value of the product. \$200,000 will equip a newspaper, which favorable situated can do a business of from one and a half to two million dollars a year, with a possible profit of 20 or 25 per cent. When it is proposed to sell such a property, the value of the plant will be about the same, be it old or new, complete or deficient. Such matters cut but a small figure in the amount of the consideration. Good will and franchises mean everything in the bill of sale conveying a newspaper.

"The value of a newspaper property is based then upon its standing with two classes of people, those who read it, and those who advertise in it." J. W. SCHWARTZ.

A GREAT BUSINESSLESSON.

Out of the death of Gerhard Mennen comes a lesson in advertising. It is peculiarly American, because nowhere in the world has advertising become so necessary to the concern that wants to prosper as in the United States.

They are just waking up to the value of printers' ink in England, and they haven't caught the motion yet. The English prejudice against publicity is hard to overcome.

Mr. Mennen made a powder. It is more than likely that your barber has sprinkled your face with it times without number, and millions

of babies have stopped crying because Mr. Mennen was in business.

It is one thing to manufacture a worthy article or sell good goods. It is another to awaken public interest in and appreciation of them, and many a man who knew how to do the one thing failed because of his ignorance of the other.

Mr. Mennen was of the opinion that advertising would make a market for his goods, and so he bought a great deal of printers' ink. He didn't have much money at the start, but pluck enough to accomplish almost anything.

He was before the people so often and so universally that his persistence became an advertisement in itself. Mennen's face, without a word of comment in a newspaper would have been an advertisement. People actually feel acquainted with a number of persons whose portraits are associated with American goods.

There are concerns in this country that would pay a million dollars spot cash for the popularity that belongs to any one of those faces, and they can't buy it except in the way Mennen bought it.

Mr. Mennen lived to see money rolling into his coffers; lived to enjoy much of the fruits of his labor; lived to do a great deal of good, and behind him he left a fortune of \$1,500,000 and a name famous in the commercial world.

Altogether, it constitutes a monument to the efficacy of American advertising.—*St. Louis Chronicle*, April 11.

THE merchant who is fond of boasting that he is "a self-made man" usually worships his creator.

TRADE MARK LINE ILLUSTRATED.



THE NAME IS ON THE WRAPPER.—(CANTORIA).



JOHN WANAMAKER IN BERLIN. GOOD FOR JOHN! (CUT FROM THE DENVER "POST.")

RAILROAD OPPORTUNITIES.

It seems that one of the best advertising schemes for use at a division point of a railroad would be the furnishing of conductors' checks containing the advertisement of a firm. If these conductors' checks could be so furnished that they would contain a large trade mark or brief name which would indicate a given firm there would be more advantage in using this method of publicity. Of course, a very small per cent of the people who travel are unfortunate enough to have the conductors' check left in their hats when they get off the trains, but when such a thing does happen it would be a splendid place to have the name of a firm, and of course the providing of such checks for the free use of conductors would make it all the more natural for the conductor to neglect taking up the check and the passenger to get on the street without noticing that he wore a railroad check which bore on its face the name of a leading mercantile firm. If these checks could be made, showing the order in which the stations came and perhaps including the size of the towns through which the road passed they would be very convenient for the passenger, and in any train there would be large numbers of people consulting these checks to see the name of each town and to learn of its size, or any other feature which might

be condensed to a small amount of space.

In this way a greater volume of information could be given for travellers in the publication of a booklet which could be supplied to passengers. Thus a great deal of interest would center in the booklet, and of course the people would notice the advertisements it contained as well as the information. Another thing along this same line would be the publication of a railroad paper, which would contain a great deal of matter interesting to the passengers going along that line, as well as information about the number of business houses of the different towns. It would be necessary to arrange with the newsboy for the proper distribution of such literature, but it could be made interesting enough to cause the railroad company to be quite willing to have it distributed on their cars or to give to the company handling it sufficient profit to warrant the effort. Such papers might be printed at regular intervals, or only one printed for the season, as the company promoting it might think best.—*Advertising World.*

It's not a hard matter to write advertising—for the man who understands the necessities of the case. But it is not every man who has studied the matter enough to claim this understanding.—*Business Problems.*

THE MAKING OF SCRAP BOOKS.

By Frank A. Burrelle.

It is a well known fact to most persons that the making of scrap books of press clippings has become an established industry, but the growth and development of the work is not generally known.

The first book we ever attempted was that of the obituaries of Jefferson Davis. The items, several hundreds, were mounted on a Mark Twain scrap book, that ingenious device that saved one so much labor in mounting the items, but which became a sealed book when an exposed bit of mucilage became damp and adhered itself to the opposite page.

Our next book was that of the obituaries of James Russell Lowell. This was far more pretentious, the items being mounted on large leaves with mourning border printed on each page. The binding of the volume was intrusted to an experienced house and at that time was considered quite a satisfactory piece of work, but the leaves were cockled and wavy and it was impossible to gild the edges because they would not lie flat. Furthermore in mounting the items we placed clippings too near the edge, not permitting of trimming, so the whole presented an unfinished appearance.

Our first comparatively satisfactory books were those containing the newspaper accounts of the Gould-De Castellane wedding. These were gotten up elaborately, the items being mounted on very heavy white bristol board. The leaves were 14x17 inches in order to handle the very large pictures that were printed. They were gilded and bound in red Morocco, making very showy books. There were five sets.

About the same time we made a large volume of the launching of the S. S. St. Louis.

In 1893 we made seven volumes covering the newspaper accounts and comment on the visit of the Princess Eulalia. These books were sent to Spain by the then Spanish Minister. They were cheaply gotten up and not at all

a good specimen of our work, but the collection numbering about 7,000 items was very complete.

During the Spanish-American War we anticipated the desire of the men at the front to know on their return home what had been published about them and so secured from Geo. P. Rowell & Co. their entire files, meaning one copy of each paper of 2,000 or more circulation. This enormous collection, covering from February to September of 1898, we still retain except that some of the States have been entirely used up in filling orders. For the State of Michigan we compiled four large volumes giving history of the State troops, and to the Historical Society of Wisconsin we furnished the loose clippings concerning the Wisconsin State troops, they doing their own scrap booking.

Siegel, Cooper & Company ordered of us a volume for each regiment out of the city of New York and these books were presented to the regiments in December, 1898. When the 71st Regiment Armory was destroyed by fire negotiations were opened with us to supply their missing history and we will be able to fill the commission even at this late date.

One of the first books we made during the war was a history of cause, development, incidents and results of the war, which book is to-day in the library of the War Department of Russia.

* * *

When Mr. Hearst started his crusade against the seating of Mr. Roberts of Utah we were directed to take all reference to same and editorials pro and con relative to the Mormon Question. Thousands of items were collected in the course of the several months the question was agitated.

Part of the plan of unseating Roberts was a monster petition signed on separate sheets of paper. These sheets and the clippings we had gathered were mounted on muslin and rolled on reels and all shipped—a whole carload—to Washington as a memorial. Probably this was the largest petition ever sent to Congress. After the

unseating of Roberts the N. Y. Public Library ordered us to duplicate so far as possible the matter published concerning the contest. This was scrap booked and bound in four large volumes and labeled "Mormon Question 1899."

* * *

The Dewey Album, made in 1899 and presented to Admiral Dewey by the Members of the Maritime Exchange of New York, was the most expensive book ever compiled, the cost being \$3,100. The book is to-day in the National Museum at Washington.

In 1900 by special appointment of Hon. Ferdinand W. Peck I was made "Scrap Book Historian to the United States Commission to the Paris Exposition 1900," and my duties were to gather all comment on the Exposition and scrap book same, dividing the books in 37 classes so that each classification contained all published under that head. No less than 100,000 clippings were collected in the 12 months—making over 100 large volumes of carefully selected matter.

These books are to be finally deposited in the Congressional Library and will be an invaluable aid to future commissions for similar occasions.

* * *

The most recent and probably the most important commission we have had is the compilation for the United States Department of State of a series of books covering the history of the tour of Prince Henry of Prussia. When it was

decided that the government was to entertain the Prince a search was made for data to indicate mode of procedure in previous cases and although the newspaper files covering the visit of Grand Duke Alexis were searched, the information derived was incomplete and unsatisfactory and then it was decided that future administrations should have a record of this occasion and our services were brought into requisition. Our instructions were broadly to clip all original reference to visit of the Prince and from Feb. 1st to March 25th we collected over 50,000 items. The bulk was enormous, some items being whole pages. In loose form they were worse than useless and then we were directed to edit the items, and mount on manila leaves 14x17 inches, mounting all local stories that told of what preparations were made for entertainment and how carried out. Also to include in the volume all editorial comment favorable and unfavorable to the occasion.

The collection was thus culled down to about 15,000 items. They are all mounted in order of date and alphabetical order, so that any desired item of any given date can be readily located. The names and dates of each paper clipped from is inserted over the item with an Elliott & Hatch book-typewriter. In the more elegant and elaborate books the titles are engrossed, a very expensive and slow process. There will be seven to nine volumes of 200 pages each, a total of 14,400 running inches to each book, equal to 100 solid pages of any metropolitan daily.

The Washington Evening *Star* goes into practically every home in Washington.

The great majority of Washington advertisers confine their advertising to the *Star*.

In Washington it is axiomatic that the *Star* completely covers the field.

M. LEE STARKE, Representative,
Tribune Building,
NEW YORK.

Boyce Building,
CHICAGO.

NUGGETS.

THERE'S no virtue in "money back" if a scowl goes with it.

IN the lexicon of the doer there is no such word as "to-morrow."

BETTER to have dared and failed than never to have dared at all.

THE world owes every man a living, but some are too lazy to collect it.

THE window is the mirror of the store—it reflects unerringly what's inside.

DAME Fortune is cursed with a wayward daughter, Miss-Fortune. Beware of her.

"How cheap?" is the cry of the tradesman; "how good?" is the maxim of the merchant.

THE clerk who works with one eye on the clock is suffering from acute impairment of vision.

ADVERTISING won't perform miracles, though it has often accomplished the seemingly impossible.

YOU wouldn't kill a flea with a cannon ball. No more should you dignify envious attacks by retorting.

CALLING a lie "a trade exaggeration" doesn't change its nature. Paint the weed another color and it's yet a weed.

BUSINESS is like a coy maid. To be won it must be wooed with ardor and persistency. "Faint heart ne'er won fair maid"—or trade.

—Gibson's Clothing Gazette.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

FOR VISITING CARDS—see ad below.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

PROOFREADER wants position. References. L. E. ADKINS, 924 W. 5th St., Plainfield, N. J.

WANTED—High-class mail order premiums; also mail order novelties. J. KENNEDY, 250 S. 7th St., St. Louis.

WANTED—Editor for new coal mining paper. Give experience, references and salary expected. Address "G," care Printers' Ink.

WANTED—Prosperous weekly. Must be cheap for cash. Want no worn-out plant. Address "W," 452 Chenango St., Binghamton, N. Y.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

AGENTS WANTED to sideline ours with their line on commission, or entire time on salary. MANUFACTURERS' OIL CO., Cleveland, O.

WANTED to buy newspaper exchanges. Papers must not be older than 48 hours. Address for two weeks "P. C.," care of Printers' Ink.

WANTED—Good advertising solicitor who can invest \$10,000 in a prosperous publication to extend its business. "OWNER," care of Printers' Ink.

IF you want competent manager for your office, a man who can set type, read proof, bind books or write editorials, read HALL'S advertisement below.

WANTED—Something useful and novel to use as premium with paper. To range in price from \$10 to \$50 per hundred. LOVELL PTG. CO., Moorestown, N. J.

WISH to make moderate investment in technical or class paper property, whole or part interest. New York monthly preferred. "G. V. A.," care Printers' Ink.

WANTED—Reliable person to solicit advertisements in New York, also one in Chicago and one in Boston. Liberal pay. TEACHERS' GAZETTE, Milford, N. Y.

ADVERTISING space wanted in exchange for job presses; five sizes; steel shafts, cut gears; the best printers use and endorse them. Send for circular. ALLEN, 22 Nassau St., N. Y.

\$50 TO party finding editorial position for experienced man, who also is an advertiser of force and ideas. Straight business proposition; no triflers. C. A. RANGER, Norwich, Conn.

WANTED—Country publishers can learn of a sure way to increase their circulation. No charge of any kind for the advice. Address THE AMERICAN LITERARY MAGAZINE, Lancaster, Pa.

MONTHLY publication, capable of expansion, desires to hear from agents experienced in circulation development. Send for sample and particulars. Address "EXPANSION," care of Printers' Ink.

WANTED—Small cutter, cylinder press to run 6-col. quarto and folder for same. Machines to be in fair working order. Send lowest cash price and description. LOVELL PTG. CO., Moorestown, N. J.

PUBLISHERS, extend your business to Europe. Late English publisher, journalist and advertising manager will conduct London office for one or two good papers at little cost. "ANGLO AMERICAN," care Printers' Ink.

WANTED—Established daily paper in Northern Ohio, in city of not less than 10,000. Job department not desired. Give price for all, or for controlling interest and terms. Address "OHIO DAILY," care Printers' Ink.

100 VISITING or Professional Cards and real leather card case, postpaid, for 50c. One, two or three lines of printing; script or roman type. Write plainly. LEROY ENGRAVING CO., Fourth St., near Chestnut, Philadelphia, Pa.

IF you know of a young man with energy, experience and ability in advertising work who would come to work for you at a nominal salary until he had demonstrated his ability, would you write him? "WALDO," care of Printers' Ink.

TO GLOVE STORES—I want a situation as glove cutter (in window as an advt. if required). Gloves cut to measure a specialty. Cleaning gloves and taking spots out, etc. Correspond for terms. Address "W. B.," Printers' Ink.

STEREOTYPE PRESS wanted, which will print 10 4 or 8 pages with columns 20 inches in length, 13 ems wide. Must be in first-class condition and capable of running 10,000 per hour. Price must be low. Address "STEREOTYPE PRESS," care Printers' Ink.

WANTED—All around newspaper man, capable of managing a daily paper in city of 25,000 population, who will take \$1,000 or more in stock, paying not less than 12 per cent. Salary \$1,300 to right man. Address "MANAGER," care Printers' Ink.

EDUCATED American, 35 years' experience, seeks working management country news, book and jobbing office. Expert printer and bookbinder. Salary only nominal. Increase to depend upon success. CHARLES F. HALL, 147 West 44th St., New York.

WANTED—Position as business and editorial manager of small daily or country weekly by bright, hustling, energetic young man of collegiate education, broad newspaper experience and unimpeachable moral character. Address "S. M. W.," care Printers' Ink.

CANVASSER wanted to sell PRINTERS' INK—a journal for advertising—published weekly at five dollars a year. It teaches the science and practice of Advertising, and is highly esteemed by the most successful advertisers in this country and Great Britain. Liberal commission allowed. Address PRINTERS' INK, No. 10 Spruce St., New York.

WANTED—Responsible agents to handle our special printing inks for imitation type-written letters, also matching ribbons, copying and record ribbons and carbon paper, as side line. High-grade goods; liberal commission. **UNION RIBBON AND CARBON CO.**, 77 North Water St., Rochester, N. Y.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address **GEORGE F. ROWELL & CO.**, 10 Spruce St., New York.

WELL established type foundry is looking for traveling salesman, either ready made or partly made. By the latter we mean that some practical printer and newspaper man might make a perfect fit in this position. Good character, good address, energy and selling ability absolutely essential. If this seems pointed at you, write and tell why, in a way a stranger can understand.

Address "A. N. W.," care Printers' Ink.

CIRCULATION MANAGER—at present employed on morning and evening daily—with extensive experience on metropolitan daily, good references and a good record. Desiring to change location and obtain a better situation, will consider proposition from any reliable publisher in U. S. or Canada. State salary paid when you write. Address

"ENTER-PRISING CIRCULATOR,"
Care of Printers' Ink.

IHAVE not been out of a situation a month all told in over twenty years, and it is not necessary to look for one now. But I am not contented. I cannot use my best efforts because my employers are inclined to decrease their advertising rather than increase their output. I am advertising and assistant general manager for a company doing a business of \$6,000,000 per year—am 38 years old, married. I want to make permanent connection, but will not knowingly engage with any one who considers misrepresentation necessary or even permissible, or use my efforts to further the sale of anything likely to be considered a menace to the public health and morals.

I prefer a food proposition.

Can formulate a business and advertising policy based upon immutable laws or closely follow a consistent policy already established.

Can design and write booklets, mailing cards, envelopes and advertisements for all circumstances and mediums.

My knowledge of the graphic arts, papers and binding work often enables me to effect a big saving on an edition of booklets by buying the material and jobbing the printing and binding.

My extensive office experience includes the making up and caring for large mailing lists, which enables me to direct the details of mailing or distributing, as well as to back up the advertising with an effective office system.

Can inaugurate systems that will give the comparative responsiveness of localities to advertising.

Can design and register effective trade-marks that can be protected and thereby become valuable assets, and can design packages that will attract buyers.

Can, in fact, direct effectively every detail of a business (after the product is manufactured) from packing the goods attractively for shipment to dealer or consumer to banking the money, and then install a system that will enable one to scrutinize every penny disbursed.

Can give circular proof of my ability to design and write advertisements that sell goods.

Nath'l C. Fowler, Jr., the noted advertising counsel, states his opinion of me briefly:

"I believe that Mr. — is an excellent man to take charge of your advertising. He appears to be perfect in detail, and he is bright without being erratic, and thoroughly sensible."

Somewhere there is some one to whom my services would be more of a complement than to any one else. From that person I hope to hear.

Address "COMPLEMENT," care Printers' Ink, New York.

NEWSPAPER FOR SALE.

FOR SALE—Commercial Journal, 17th year, fine patronage, exclusive territory, owner's time occupied on other publications. Good opening for live trade journalist. Write **BARRICK PUB. CO.**, Kansas City, Mo.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. **THE SHAW-WALKER CO.**, Muskegon, Mich.

MAIL ORDER BUSINESS.

SMITH, Box 1990, New York, will outline a mail-order scheme for you and tell you how to handle replies.

NAMES AND ADDRESSES FOR SALE.

2,000 ADDRESSES Philadelphia for \$5. Address A No. 1 list. **FREDERICK C. EBERHARDT**, 329 S. Fourth St., Philadelphia, Pa.

EDITORIAL WRITER.

EDITORIALS, 30c. per 100 words. Writer 30 years connected with New York and New England newspapers. "GROTON," care Printers' Ink.

PAPER.

IF you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

TO LET.

TO LET—Three offices at No. 10 Spruce St. Rent, \$500, \$500, \$500, respectively. Apply to **GEORGE F. ROWELL & CO.**, owners, on the premises.

PRESS CLIPPINGS.

UNITED STATES PRESS CLIPPING BUREAU, 133 La Salle St., Chicago. Clippings to order on any subject from all current American newspapers.

MULTIPLATE PROCESS PRINTING.

5,000 LETTER HEADS on a fine linen paper for 3c. Send for samples. Other good things just as cheap. **CLARK & ZUGALLA**, Printers and Paper Dealers, 88 Gold St., N. Y. City.

ELECTROTYPES.

WE give special attention to making of good electrotypes for newspapers. Prompt. Out-of-town work done carefully as city. **RAISBECK ELECTROTYPE CO.**, 24-26 Vandewater St., N. Y.

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Samples free. \$1.50 per M in large lots.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

ADDRESSING MACHINES.

MYERS BROS. Label-Pasting Addressing Machine, \$10. P. O. Box 449, Philadelphia.

THROW away your old matter. Fire it out. Never mind what it cost; it's costing you more to maintain than you can afford. Adopt **F. D. BELKNAP'S** New Rotary addressing machine. Send for booklet. **F. D. BELKNAP**, 290 Broadway, New York.

ADVERTISING AGENTS.

FOREIGN advertising is our specialty. We place advertising in foreign dailies, weeklies, illustrated magazines, class or trade journals published in any part of the world; 2,000 foreign journals on file in our office. If your foreign advertising has not been satisfactory, consult us. We will give you unbiased advice or guide you to success. **INTERNATIONAL ADVERTISING BUREAU**, 38 Broadway, New York.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

ORIGINAL DESIGNS.

ORIGINAL designs for catalogue covers, letter-heads, newspaper and magazine advertising. Specially designed sketches submitted free. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

SITUATION WANTED.

BUSINESS MANAGER AND WRITER, skilful in reviving unprofitable properties, wishes a situation. Has experience on daily and trade papers. Address "NEW METHODS," care of Printers' Ink.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

HALF-TONES.

75 C.—Newspaper single column half-tones **KNOXVILLE ENG. CO.**, Knoxville, Tenn.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

HALF-TONES for either the newspaper or job department. **THE STANDARD ENGRAVING CO. OF NEW YORK**, 61 Ann St.

TRADE PAPERS FOR SALE.

BIG CLASS WEEKLY. Leading paper in large field; high toned, clean cut, great possibilities, \$35,000. Address "R. C. D." care E. P. HARRIS, 253 Broadway, N. Y.

MONTHLY FOR SALE. A snug little business for a man fond of hunting and fishing and editing and publishing, and possessed of \$6,000. **EMERSON P. HARRIS**, 253 Broadway, N. Y.

ADDRESSES FOR SALE.

NAMES of 1,000 taxpayers of Huntington, West Va., for \$2. **F. P. SWAN**, Huntington, W. Va.

ADDRESSES of 4,500 property owners in prosperous Wright County—3,200 farmers. **JOURNAL**, Buffalo, Minn.

2,500 NAMES of Northern California and Southern Oregon subscribers to local newspaper. \$2 a thousand. Address **TOWN TALK**, Ashland, Oregon.

AGENTS' LETTERS—We have 10,000 letters from agents who have sent us money in 1901-1902. We will sell a copy of the names and addresses from the original letters at \$1 per 1,000. **DOMESTIC MFG. CO.**, Minneapolis, Minn.

3,400 FOR \$6.20. Names and addresses of resident farmers and householders of Whitley County, Indiana, all heads of families, compiled by a county officer from official records, accurate and reliable, typewritten and arranged in convenient form. **WM. H. CARTER**, County Auditor, Columbia City, Ind.

3,400 PHYSICIANS' NAMES for \$1.00. Include the physicians of Philadelphia and vicinity, alphabetically arranged; classified street list, medical societies, hospitals, etc. Secured by house to house canvass just finished. Only really up-to-date list to be had at this time. **LOVELL Ptg. CO.**, Moorestown, N. J.

NEWFOUNDLAND is a good market for American products if properly introduced. Up to the present the English have had a monopoly of the trade of the island. Not because of superior goods or lower prices, but because they have sought out the business men and have made their goods known. What they did you may do. Send for my list of 4,500 Addresses of Leading Professional and Business Men of Newfoundland, \$2 per M., or \$3 for the lot. Then forward your catalogues and samples.

E. FROUD, Box 963
St. Johns, Newfoundland.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrottype Foundry, No. 211, North Third St., St. Louis, Mo.

STOCK CUTS.

WHEN YOU SEE a line cut you want, clip the proof and send to us with 50c. and we will mail you a good plate from it, same size—if not over column wide. **MAIL CUT CO.**, Philadelphia.

MEN'S HATS.

TRY A **DANBURY HAT**. We will duplicate in style, quality, workmanship and finish for \$2 any \$3 hat sold by retail stores in New York City. **DANBURY HAT CO.**, 22 Desbrosses St. and 262 W. 125th St., New York.

PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price. **CONNOR, FENDLER & CO.**, N. Y. City.

TRANSLATING.

ADVERTISERS needing the services of thorough and practical translators should communicate with **THE CANADIAN TRANSLATING BUREAU**, Room 23 Ferrier Block, 1006 Notre Dame St., Montreal, Can.

Specialty: Translation of English into French.

MEETINGS.

THE annual meeting of the stockholders of the **Ripans Chemical Company**, for the election of Directors and Inspectors of Election, will be held in the office of the **Ripans Chemical Company**, 10 Spruce St., New York, on Monday, May 12, 1902, at 12 o'clock noon. **G. V. QUILLARD, JR.**, President.

PRINTERS.

5,000 NOTEHEADS, \$4. Good paper, good printing. Send copy and cash with order. **JOHN FAWCETT**, Printer, Delphi, Ind.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.**, 15 Vandewater St., New York.

1,000 NOTEHEADS, statements or typewriter letter-heads neatly printed, \$1.50; 5,000, \$6.25. Good stock and good work. Ruled work padded. Samples free. **R. MCGREGOR**, Princeton, Ky.

BONDS, CERTIFICATES AND DIPLOMAS. Send for samples and estimates; also lithographed blanks, to be completed by type printing; large variety of patterns. **ALBERT B. KING & CO.**, Lithographers, 105 William St., New York.

PRINTING FOR ADVERTISERS—Crisp, original ideas for illustrated folders, mailing cards, envelope inserts, etc. I make them to your order, or perhaps some of my stock designs will fit your business.

FRANK J. FELLOWS,
108 Fulton St., New York.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like.

This is only one of the things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS,
10 Spruce St., New York.

NEWSPAPER BROKER.

A. H. SMITH, Newspaper Broker, Earlville, Ill. Reliability, discretion, promptness. Write.

NEWSPAPER AND JOB OFFICE FOR SALE.

EXCEPTIONAL circumstances place on the market a finely equipped weekly paper and job office; making big money, which can be materially increased. Growing town, unlimited field. To a good newspaper man with about \$3,000 in cash most liberal terms and arrangements will be made. Do not answer unless you mean business. If you do, and want a property that will pay for itself in a short time, address "OPPORTUNITY," care Printers' Ink, New York.

PUBLISHING BUSINESS FOR SALE.

OUTDOOR LIFE.

O The woods and streams are suggested by the time of the year. A publisher fond of a gun and fish hook can buy a paper I know of for \$4,000 and make a fine property of it, and for him self a congenial, satisfactory business and career. EMERSON P. HARRIS, 323 Broadway, New York.

I sell just Publishing Businesses. Open my own mail.

FOR SALE.

RUBBER blanket, 3x4 1/2, three-ply, never used. \$4.75. Address THE EAGLE, Manlius, N. Y.

THE best city in North Carolina is Charlotte. The News-Observer reaches twice as many of its people as any other paper.

A PAYING, well equipped German newspaper for sale. For particulars inquire of A. W. COURCHAINE, Port Clinton, Ohio.

THE best county in North Carolina is Wake. The News-Observer reaches twice as many of its people as any other paper.

CYLINDER, Engine, Machinery, Press, Dynamo, Gas-Engine Oil. Best quality, low prices. MANUFACTURERS' OIL CO., Cleveland, O.

FOR SALE—Good job office in good Missouri town. Fine opening for good local paper. Address CHRISTIAN VISITOR, Garden City, Mo.

FOR SALE—Cottrell & Babcock cylinder press, size for six-column quarto, air springs, tapeless delivery. At a great bargain. NEWS, Northfield, Vermont.

FOR SALE—Agents', farmers' and children's addresses. Guaranteed fresh and reliable. Prices reasonable. Address, with stamp, M. & P. BROKER, C.O., 18 Stafford Bldg., Buffalo, N. Y.

FOR SALE—A bargain: J. J. Clance web perfecting press, four and eight pages, six or seven column quarto, in splendid condition; 30 h.-p. boiler and 15 h.-p. engine; complete stereotyping plant, and 8 form trucks. Price \$3,300. THE HERALD, McKeesport, Pa.

PRINTING OFFICE BOOKKEEPING MADE EASY—Double entry system. Easier to keep than no books at all. Shows amount of business and profit monthly or yearly. Complete set of books, \$6.75. Send for sample sheets and testimonials. In use in 15 States. C. S. MUNGER, Herkimer, N. Y.

FOR Cash or Exchange—Over 300 lbs. copper-faced long primer (in excellent condition, and would outlast a font of new plain face type); some job fonts and an old-style Gordon press \$420. Will sell type for \$75 and the press for \$40, or will trade for other material. LOVELL PTG. CO., Moorestown, N. J.

FOR SALE—Bright machinery trade journal, with a good name and a mailing list of 18,000. Regular monthly circulation 10,000, part paid subscriptions. Now published as a house organ that the firm wish to discontinue. Would be a money maker if pushed independently. Address M. W. LEE, 12 South Canal St., Chicago Ill.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 5 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list, price catalogue free. S. F. MYERS CO., 42-54-52 Maiden Lane, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

AS TO BUYING A PUBLISHING BUSINESS. Suppose you had made a careful list a few months ago of the publications which, with proper changes in conduct, would show the greatest increase in value—in other words, the papers which seemed the most attractive to buy.

Your list would have included a dozen or so of papers which, while not on the market, I have since sold.

They are splendid papers, but, for one reason or another, the former owners were not in a position to make the most of their property, and so sold.

My confidential relations with these owners and with the buyers were such that I could bring together seller and buyer, who could both make advantageous deals.

That's my business to get the owner, who is not working his paper up to its possibilities, to sell at what to him is a good price, but at a figure which is low to the buyer so fixed and inclined as to make the most of the property.

It often happens that the very best publishing opportunities are the papers which are not believed to be for sale, and which the buyer can only get in touch with by getting close to the broker who knows things and does things.

In the past year I have sold several hundred thousand dollars' worth of papers which were not for sale.

Better call and see me. EMERSON P. HARRIS, Broker in Publishing Businesses, 323 Broadway, N. Y.

Your business is limited only by your ability to handle it and your persistence in pushing it.

You know all about its economical and systematic management. You can use me to help in its development.

I study the problem on the basis of the facts you give me and I submit to you a plan to get new trade and more trade from old trade.

My plan is firmly builded on the hardest kind of hard common sense. I'll prove to you that it is no hazy experimental theory. It is tried and seasoned. It involves the use of the greatest business getting machine on earth—the United States mails—and the results are pretty nearly as certain as taxes.

It costs you a dollar a year for each customer or prospective customer you use it on.

CHARLES AUSTIN BATES

VANDERBILT BUILDING, NEW YORK

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MADE FROM SPIKE NAILS—Knives, forks, spoons, best attraction for resorts, expositions, advertisers, etc. Samples, Pan-Am. Expo. souvenirs, 25c. Booklet for asking: WICK HATHAWAY'S CONCERN, Box 100, Madison, O.

MAILING MACHINES.

NO type used in the Wallace & Co. addressing machine. A saving of from 50 to 75 per cent over all systems. The machine does the work of forty expert penmen daily. Mailing lists addressed in fac-simile typewriting directly on wrappers, envelopes, postals, etc., automatically at the rate of 100 per minute. Our success has caused many so-called addressing machines to appear in the market, but our machine is the only simple, practical, successful and economical one now in operation among the large publishers throughout the country. **PRINTERS' INK**, Butterick Pub. Co., Gentlemen Pub. Co., *Cosmopolitan Magazine*, *Frank Leslie's Monthly*, McCall Co., A. D. Porter Co., *Comfort*, Augusta, Me.; *Cushman's Couple*, Boston, Mass.; Press Pub. Co., Lincoln, Neb.; *Home Life Pub. Co.*, Chicago, Ill.; W. B. Conkey Co., Chicago, Ill.; *Home Magazine*, Washington, D. C., and scores of others use, approve and endorse our machine. Send for circulars. **WALLACE & CO.**, 10 Warren St., N. Y. City.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Sample copy 10 cents, New York City.

25 CENTS per inch per day; display advertising, flat rates. **ENTERPRISE**, Brockton, Mass.

40 WORDS, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 8,000.

A POSTAL card request will bring sample copy, **ADVERTISERS' GUIDE**, New Market, N. J.

POPULATION, city of Brockton, Mass., 40,063. The Brockton **ENTERPRISE** covers the city.

THE TEMPO, Louisville, Ky.; high-class magazine. One inch business bringer, one dollar.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE IDEAL HOME MAGAZINE, 6,500 circulation at 6c. line, 60c. inch, \$3 page. Room 2,300 Park Row Building, N. Y.

THE NEWTON RECORD, Newton, Miss., is the newest, newest and only all-home-print paper in Newton County. A good advertising medium. Ask for rates.

WATERTOWN STANDARD, D. 5,336, W. 5,100. Eighth year. Strong local paper.

LA COSTE & MAXWELL, Representatives, Nassau-Beekman Bldg., New York City.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

THE NEW YORK PHILATELIST, Betts Block, Syracuse, N. Y., reaches students and young people generally, also mail-order buyers. Send a postal card for sample copy, with rates and statement of circulation.

KEY WEST, Florida. Read and advertise in the **Key West ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 8 fol. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

PEOPLE who want to reach Western readers with their business should consult the **Billings (Mont) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

HIGH-GRAD monthly publication, planning considerable expansion, desires to communicate with advertising agents in New York and elsewhere in the advertising field among architects, builders, engineers, contractors, supply men, etc. Address, asking for sample copy, "G. B. H.," care of **Printers' Ink**.

BUSINESS OPPORTUNITIES.

\$10 PAYS for a 5-line advertisement 4 times in 100 Illinois or Wisconsin newspapers; 100,000 circulation weekly in farming communities and country towns. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., N. Y. City.

INCREASE income without loss of time, investment of money, or neglect of regular business, by working in connection with the **FINANCIAL INQUIRER**, 55 Liberty St., N. Y. No matter where located. Particulars and sample copy on application.

WHY LOAN YOUR MONEY AT 4 1/2! 333 acre farm in Sullivan County, Missouri, 1 1/2 miles from town; well improved. Leased this year for half the crop. Will rent next year for \$3 per acre. Price \$32 per acre if bought soon. This is \$ 1/2 strong. Figure it out yourself. Remember that snags like "time and tide" wait for no man. W. K. CURRIE, Mt. Airy, Iowa.

OPENINGS FOR NEW STORES—If you think of starting soon, write me. If you have a store now, but are not satisfied, better see what I can do for you. Lots of good chances going to waste because the right place and the right man have failed to connect. Advice and my services **FREE** to men who mean business.

G. S. BUCK, 187 Quincy St., Chicago.

MISCELLANEOUS.

MY erasing guard for typewriters keeps the dirt out of the machine; 30c. each; cheaper than cleaning. Send for illustrated circular. "GUARD," **Printers' Ink**.

PUBLISHERS' COMMERCIAL UNION; a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

THE BODEGA XXXX WHISKY. A special brand 10 years old, one gal. or 4 full quarts, \$3. Send check, p. o. or ex. order. J. W. CALNAN & CO., Distillers, 321 Tremont St., Boston, Mass.

PINE-CO is as essential for Nose cleanliness as toothbrush and powder are for the teeth.

B-H will positively cure blackheads for all time. \$1.00 per box by mail. If it doesn't do the work, your money back.

B. S. WESTEINER, St. Joseph, Mo.

THE advertiser has facilities for furnishing information of all sorts obtainable from the Governmental Departments, and the service is rendered for a moderate compensation. Address A. V. LEWIS, 729 Eighteenth St., Washington, D. C.

EUROPEAN TOURS—Sailing from New York June 18 and July 1, 1902, including Belgium, Scotland, Ireland, England, Holland, Germany, Switzerland, Italy and France. Price for 63-day tour, including all expenses, \$475; for 50-day tour, \$340, and \$375 including all expenses. These are ideal trips. For particulars address H. F. HARRIS, Canton, O.

ALL kinds of descriptive writing done for bankers, railroads, manufacturers and specialists. Writer has had twenty-five years' experience on book and booklet work. Not an advertiser. Orders solicited from those only who seek work of the highest class and are willing to pay a good price for it. Address **COBBE'S LITERARY BUREAU**, Room 27, No. 115 Nassau St., New York City.

PHYSICAL CULTURE FOR BRAIN WORKERS. Brain Energy vs. Brain Fog.

My system of physical culture teaches how to train the nerves to perform the strain that it daily puts upon them.

Banishes nervousness, insomnia and that tired feeling.

Does not build up knotty muscles at the expense of the nervous system.

It makes the blood tingle, the nerves strong and steady, the brain clear and active, the muscles powerful.

It builds children up symmetrically into brainy and robust men and women.

My pamphlet free for the asking.

PROFESSOR HENRY ULLRICH, Suite 1508, Masonic Temple, Chicago. Reference, Western State Bank, Chicago.

UNIFORM CAPS.

ESTIMATES and samples promptly furnished.
DANBURY HAT CO., 25 Desbrosses St., N. Y.

BOOKS.

DEPARTMENT STORE DIRECTORY.
\$1 postpaid. 253 Broadway, New York.

MAKING A COUNTRY NEWSPAPER.—Text-book for newspaper makers. Worth its weight in gold in practical instruction. Subjects treated: the man, field, plant, paper, news, heading, circulation, advertising, daily, law; how to make a newsier and better paying paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. THE DOMINION COMPANY, 224 Dearborn St., Chicago.

READY-MADE ADVERTISEMENTS. Messrs. G. P. Rowell & Co., 10 Spruce St., New York, send the Current a handsome 25-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—Cazen Cazel.

The book will be sent to any address upon receipt of one dollar. GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

EDWIN S. KARNs, writer and promoter of profitable advertising, A 971 E. 43d St., Chicago.

ATTRACT ATTENTION, do Chase ads. Samples free Write. ALLEN CHASE, Box 73, Uxbridge, Mass.

SMITH, Box 1990, New York, will outline a mail-order scheme for you and tell you how to handle replies.

3 ADS for \$1. Written for you, not stereotyped. I will make your advertising sell goods. This is not "hot air." Write, with data, to C. W. DARLING, Canandaigua, N. Y.

WE plan, prepare and produce advertising that advertises—booklets, folders, mailing cards, circulars, etc. When you need good adv g write GORHAM & STEVENS, Bridgeport, Conn.

YOU know you know good advertising when you see it. Let me send samples of sensible, vigorous ads, illustrated—business getters, COMMON SENSE ADVERTISER, Saginaw, Mich.

I WRITE ads that are right, by right system. If you want ads that "pull" and bring returns, write me. My ads are like perpetual motion—never cease. New plan for advertising patent med. L. F. SNEERINGER, Alton, Ill.

I WRITE sensible, convincing, honest talk for booklets, circulars, ads. Illustrate and print too. My literature free to interested people.
ROSS D. BRENNER,
Keith Bldg., Philadelphia.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

JUST TO GET ACQUAINTED WITH ME,
Send me

One BAD Ad
and
One GOOD Dollar.
and I will write for you
The 12 BEST Ads
you ever saw
ASTER Ye Scribe,
Post Office Box 453, New York.

WRITING NEWSPAPER ADS is a specialty with WILLIAM L. OSTROM, Olean, N. Y. If you need assistance, write.

GOOD illustrated ads bring best results. THE ART LEAGUE, New York, makes the best. Explain business and wishes for particulars.

AD WRITING MADE EASY—1,500 meaty mottoes, headings, phrases, catch-lines, etc., suitable for any business and representing the creme de la creme of business brains. Took years of diligent labor to collect, construct and compile. Nothing like them ever published. Saves half the work of writing ads. Bright, snappy, sparkling stuff, each a gem in itself. Relieves that headachy task of "thinking up something as a starter." An almost inexhaustible mine of nuggets to draw from, and a constant source of inspiration to even the most sluggish writer. Price one dollar. DE BEAR PUBLISHING CO., 1917 Eutaw Place, Baltimore, Md.

"OURS IS A MONEY, TIME AND LABOR-
SAVING INSTITUTION." For 25 years we have made a specialty of Manufacturers' Advertising in what are known as

THE TRADE JOURNALS.

We know the best papers to reach any special industry, their credited circulation, influence and advertising rates. We do business on strictly straight lines—don't know how to do it any other way. Let us know your wants and we will help you build up your business. Advertisements written and designed. Our prices are fair every time.

MANUFACTURERS' ADVERTISING BUREAU,
Benj. R. Western, Prop., 135 LIBERTY ST., N. Y.

I MAKE CATALOGUES, BOOKLETS, PRICE LISTS, FOLDERS, CIRCULARS, MAILING CARDS AND SLIPS, CIRCULAR LETTERS in series, NEWSPAPER, MAGAZINE and TRADE JOURNAL ADVERTISEMENTS; in short, COMMERCIAL LITERATURE in all of its many possibilities, and I write up the subject matter from notes furnished me, often from very meager ones.

BUT

I do not know all about anything—do not even suspect myself of it—and this unique state of affairs covers the minute details of YOUR BUSINESS, for which ignorance I offer no apology. I do, however, know just a little about several things, including how to get about hunting up facts that, for the good of my client, I should know considerable about. Oh, yes! I'm both FALLIBLE and FINITE, but to those who write me in a manner suggestive of possible business send by mail a lot of "SAMPLES" of my work. This habit is not to be confused with pure philanthropy, and for this reason. I have very few regular clients who were not gained by HAVING FIRST SEEN some bit of work made by me for some one else. Postal cards always suggest to me either an idle clerk or office boy or some one with nothing but a "curious" to be treated, and they quickly reach a willow friend of mine ever close at hand. Perhaps you are now incubating some new bid for public notice! If you would care to have it—well, say "DIFFERENT," it might pay you to write me about it—it might.

I make a specialty of small CIRCULARS, BOOKLETS and FOLDERS for inclosure with your regular correspondence. Short quickly read, pertinent things best capture the attention of the always busy class to whom you look for patronage. A few good cuts—if illustrations are necessary—a crisp, concise, interesting telling of your story without any superfluous padding, may be so combined with a novel and tasteful type-treatment as to be exceedingly profitable. Would you like to see samples of such work? If so—and your inquiry suggests possible business—I will be pleased to mail you quite a lot.

Have you now under consideration—at this, the accepted season for renewed advertising efforts—the issuing of any new bit of advertising matter? Such, for instance, as a little CATALOGUE, "BOOKLET" or FOLDER or perchance a new circular to replace some former one that you perfectly well know was not "UP TO DATE." If I have happened to diagnose your case correctly, why not write me, and if you have anything that you would like bettered, why not slip a copy of it into your letter to me! and I will gladly suggest a scheme for its reconstruction, with cost of any desired quantity.

Sending for samples of my work will cost you nothing and commit you to nothing.

I'm rather given to making unusual things—"funny" things NEVER.

FRANCIS I MAULE.

No. 00. 401 Sansom St., Philada., Pa.

Knockers

Philadelphia ITEM won a great poll, opposed by the Record, North American, and Bulletin. The Republican candidates elected a great victory for the Philadelphia ITEM and its subscribers. But, in February, 1902, the ITEM scored a greater victory with a 120,000 plurality! This added money. People do like a Winner! But, unfortunately, representatives of the papers who got kicked out of the ITEM in consequence. The public has no proper worth. Why? Because the Philadelphia ITEM SULTS for advertisers, and that is why the Philadelphia Daily, and 190,000 Sunday, does the business.



S. C. Beckwith

Sole Agent for Ad.

43-44-45-47-48-49 Tribune Building
New York.

Don't be a "Knocker!" If you can't win, don't be jealous of those that do! There is plenty of room for all. In November, 1901, the battle for the Republican ticket, being Ames, Times, Press, Ledger and Evening was elected by 50,000 majority. It was a IT, and it made thousands of new subscribers. In 1902, the battle was fought over again, and the Republican Party, winning by more subscribers to the ITEM, for the unfortunate, it has soured the Advertising "got" and they are "knocking" THE public hold these sour-ball fellows at their heels. Philadelphia ITEM always gets RE- is what they spend their money for. 180,000 the business. Try it, and be convinced!

Special Agency,

Advertising,

(AFTER MAY 1, 1902.)

*510-511-512 Tribune Building,
Chicago.*



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, APRIL 30, 1902.

THE *Ad Age*, published by the Math Advertising Co., at Dallas, Texas, is the latest addition to the Little Schoolmaster's big nursery.

THERE is some good in all advertising and all advertising does some good, but the best advertising and the advertising that does the greatest good is newspaper advertising.

DR. TALMAGE has passed away. His syndicate sermons will probably continue to appear in 3,000 to 4,000 country sheets after the fashion of Dr. Conan Doyle's famous Sherlock Holmes series. Some people like good fiction, be it of a religious nature or otherwise.

It is a question whether the "faculty of imagination" is an advantage or a drawback for an advertiser. Much depends, however, on the kind of adwriting he is to do. If he is to write about staple merchandise it is a drawback. If he is to write a prospectus for a mining company imagination often becomes an essential.

THAT position which adjoins revelant reading matter is often valuable beyond computation. One dealer who sells umbrellas has frequently stated that if by chance, on a rainy morning, his advertisement follows, precedes or is by the side of the weather report his day's business is usually easily double what it would be if the advertisement were in another part of the paper.

ADVERTISEMENTS which require study in order to bring out the point may attract attention, but it is doubtful if such attention inures to the advantage of the advertiser. The advertisement whose point is seen and appreciated instantly does the advertiser much more good.

THE *Hartford Times* has the largest circulation of any daily paper in the State of Connecticut although it is sold for three cents and the other Connecticut dailies having the next largest issue are sold for one cent. The *Hartford Times* is a bang-up good paper and has been so for a generation.

THE Little Schoolmaster would like to receive the names of large firms, wholesalers, manufacturers or jobbers, and distributors of staple articles, etc., who make it a practice to assist the retailer in good advertising or contemplate to do so. A proposition which may prove of interest will be submitted to those who mean business.

IN Kansas City is a very successful grocer who started in business sixteen years ago with a small capital and proceeded at once to advertise in the *Star*. Since that time he has advertised in every edition of that paper and has never inserted an advertisement for a single time in any other paper. Last year he paid that paper \$15,000 for advertising and he ascribes the success of his business to his singular method of publicity.

OUR English brethren are somewhat alarmed over what is termed the "American Invasion." The English papers contain most of the advertisements of the well-known proprietary medicines of this country, besides those of dealers in many other lines of goods. The way for the British brethren to get even is to invade in turn and crowd United States newspapers with advertisements. They may be sure that they will excite no alarm in so doing, but, on the contrary, will be made welcome with a glad hand.

THE advertiser who uses many arguments in any one advertisement scatters his fire. Nine times out of ten a single argument, tersely put, will convince more people than will a lengthy ad giving exhaustive details.

THE David Williams Company 232-238 William street, New York City, publishers of the *Iron Age*—the best trade paper in America— informs the Little Schoolmaster that the title chosen in place of the *Iron Age Index Supplement* is the *Iron Age Directory*, submitted by Mr. George P. Rowell, Irvington on Hudson. The same title was submitted by many other persons, but Mr. Rowell's was received first. The total number of persons submitting names in the contest was six hundred and eighty-six. With the name chosen went a cash prize of one hundred dollars.

THE New York Times finds assurances of continued prosperity in the heavy movements of west-bound shipments over the various railroads of the country. The recent car famine which marked the eastward movement of crops is likely to be succeeded by a dearth of cars in which to ship things to the prosperous western farmer. Car and locomotive builders are working to the fullest capacity, yet railroad officials are able to handle traffic only by the closest calculation, and it is feared that the next crop movement will find the country's railroad facilities far from adequate.

FIFTIETH anniversaries of newspapers have been rather frequent of late, but celebrations of a half century of a single individual's connection with a single daily have not been anywhere near so common. In fact, the first that the Little Schoolmaster has gotten word of for some time was that of Colonel William Hester, who, upon Saturday, April 12, finished his fiftieth year of continuous service in the harness of the Brooklyn *Eagle*. The event was marked by a gathering of 500 people in the editorial rooms and the presentation of a gold watch and a letter from the *Eagle's* employees.

THERE is no line of business that could not be interestingly presented to the public.

THE greatest and strongest argument in favor of the newspaper as a medium for publicity is found in the hold it has upon its readers. The newspaper grows upon the affections of its subscribers, who give it a personality and think of it as something that lives and is possessed of virile strength. Each man has a particular newspaper of his choice, to which he goes for counsel, for direction. What he sees in that paper, he believes. He pities others who do not esteem it as highly as he does. It is truth to him—advertisements and all.

THE *Delineator* has won its way entirely by merit. In every department—artistic, typographical and mechanical—the improvements are so marked and the standard set in such a high plane that, appealing as the *Delineator* does to a highly intelligent clientele, the response, great though it undoubtedly is, is not more than is deserved. No adventitious aids were used to incite the curiosity or cupidity of possible subscribers. There were no premiums, no calendars and no clubbing offers. The publishers of the *Delineator* believed that its clientele was capable of expansion, and they devoted their energies to making the *Delineator* itself the magnet.

THE *Observer*, Hoboken, N. J., sends out a sworn detailed statement for March upon a mailing card, accompanied by a page article upon "Lying Publishers" clipped from and credited to PRINTERS' INK of April 2. The Little Schoolmaster appreciates the *Observer's* stand in indorsing the truths contained therein, but must disclaim the article, which was credited in that issue to the *Daily Tribune*, Terre Haute, Ind. The *Observer's* statement is intended to dispel some doubts that have been expressed as to its right to claim the largest circulation in Hudson County, and all bills are made payable upon condition of the publisher substantiating his figures.

AN excellently printed little brochure, describing Kahkou Camp, on Lake Caucomgomoc, Maine, with canoe trips through adjacent waters, comes from the Milton Academy, Milton, Mass. The text is well arranged and clear, and the whole is enforced with letters and references. But two things are lacking—the address of the advertisers in an accessible place, and some titular matter upon the cover to show the booklet's purpose. The title page is necessary to the smallest advertising booklet, for it places important data—as names and addresses—in the place most easy of reference.

MONEY is spent all the year round. More is spent in one season than in another, yet every day and all the time money is spent. Still there are advertisers, and their name is legion, who will not use printers' ink except in the busy season. Nothing in the world could be more illogical. What they seek is trade. When less of it is around they should be more strenuous in securing their share of it than when it is most active. In the latter case a fair part of it will come to them anyhow. When a seller withdraws from the advertising field in the dull season he surrenders to his rivals in trade the benefits which come of publicity.

THE New York Press moved into its new building at Nos. 7, 9 and 11 Spruce street on Sunday, April 20th. The whole mechanical plant was removed from the old building at No. 38 Park Row and set up in the new quarters between 2.30 a. m. and 6 p. m. This included not only the transfer of presses and linotype machines, but the setting up of shafting as well. Composition began a half-hour late, but the press-room was ready to print Monday's edition upon the minute, and no outside assistance was needed, though the *Times* generously offered its facilities. The operations were all planned and executed under the direction of the business manager, Mr. William Holmes, Jr. With its additional presses the *Press* is now able to print 100,000 twelve-page papers per hour.

A VERY bright and successful modern writer has said that the reader does not demand so much what is new, but has a right to ask that the old shall be presented in new form. Solomon declared many, many centuries ago, "There is nothing new under the sun," and an adwriter should not be expected to be wiser than that wisest of men. It should be his effort, however, to try to say things in a manner somewhat different from other writers. This is not asking too much, and he is derelict in duty if he fails to do it.

ANENT the comparative value of morning and evening dailies as mediums for reaching city homes, a New York agent who says he has no reason to be biased either way cites surface and elevated cars in his brief for the latter. "From nine until eleven every business morning," he says, "you can go into cars in the business district and help yourself to every morning paper published in New York. People read them on the way downtown, but fully two-thirds of the number read in each car is abandoned. Few of them reach the offices. But the evening papers, which are even more generally read in cars, are taken home, and if you want one you must buy it. You can't help yourself at the end of the line."

THE newspaper has taken the place of the book. It is the newsstand rather than the library to which men go in search of knowledge. The newspaper is read universally. Hence it is the one leading medium for reaching the people. That can be said of it which can be said of no other medium, that it goes everywhere and is read by everybody. It is they only who pass by given billboards who read the signs inscribed upon them. It is only they who ride in given street cars or steamboats who read the cards of advertisers displayed in these. But the newspaper goes everywhere. It is the great twentieth century colporteur, bearing to every home the progress of civilization and declaring the things that are and to be.

A HANDSOME list of the papers comprised in the Chicago Newspaper Union is sent out from the New York office at 10 Spruce street. The field covered includes 146 country weeklies in Illinois, 70 in Iowa, 77 in Michigan, 62 in Wisconsin, 36 in Indiana and 10 in Missouri.

FROM H. Jay Bowen, a real estate dealer in St. Joseph, Mo., comes a booklet containing an epic poem in praise of his addition to that enterprising city. If the enthusiasm of Mr. Bowen, or his entertaining style of advertising, be any warrant, it is plain that such additions as he sees fit to make to any city will be well worth the having. His motto is simple and commendable:

"Early to bed and early to rise—
Work like Hellen Advertise."

After setting it forth by way of preface to his literary production, he goes into metrical explanation of his houses, giving details of construction with great care. While his verse cannot be considered with that of the late Mr. Shakespeare, it still has a lilt and a "go" that are by no means common.

THE Frank Presbrey Company, New York, sends three folders lately completed for Southern transportation lines. The largest is one for the Ocean Steamship Company of Savannah, and contains excellent pictures of the company's fleet, both in toto and detail. A time table for the "Florida and Metropolitan Limited" of the Seaboard Air Line contains some decorations of great beauty and a folder for the Savannah Line of ocean steamships is particularly commendable for its grouping of small halftones. The Presbrey advertising is usually of the kind that goes to people of means, and is always luxurious from the standpoint of printing and illustrations. Hardly any other concern makes so effective use of "stipple" work, while the decorative schemes are always thoroughly artistic. If the present specimens have a fault it is that of text, the arguments being a trifle commonplace and given to generalities.

Do not crowd your space. If you find it necessary to use more matter than usual by all means increase the size of your space. A crowded ad is an eye-sore.

"SCHEME" is not a very reputable word, but it is inseparable from publicity. Much advertising is done upon a "scheme" basis, and advertisers use the word freely. A campaign begins—or ought to begin—with close study of the goods to be exploited, the conditions upon which they must be sold, the people who will buy them and the mediums that will reach them. Out of these a "scheme" is evolved which embraces distinct copy, placing, arguments, follow-up matter and what not. The campaign is usually successful according to the worth of the "scheme," and when advertising is not founded upon one it is apt to be characterless and unproductive.

TIME brings its changes and its opportunities. Fifty years ago merchants and others wrote their own advertisements, and wrote them but rarely. They acted upon the idea, as it would seem, that advertisements, like wine, demanded age for their ripening. It was regarded as a woeful waste of time to change them oftener than three or four times in the year, and, as a result, in some of the smaller papers, it was no unusual thing to find overcoats advertised in summer and fans in midwinter. When a change was thought desirable almost any one in the store, under clerk or porter, was deemed qualified to write the copy. Professional adwriting was unthought of. Indeed, before he appeared, the newspaper reporter was called into requisition. The professional for a long time had to find customers to make both ends meet. When the day came that individual firms and corporations found it necessary to engage the full time of a professional, there were those who thought the step rash and one that would have to be retraced. To-day he is not only a complete fixture, but there is no field which offers such interesting harvests in the future.

THE American Soda Fountain Company, with offices in Boston, New York and six other cities, sends out four very dainty booklets entitled "Direct Profit," "Indirect Profit," "The Means of Profit" and "Advertising Profit." The first two treat the cost of soda water from the technical standpoint, and show the advantage of having one's own carbonator instead of purchasing carboys. The third is devoted wholly to pictures of fountains and carbonating apparatus, while the last dwells upon the advertising value of a modern, well-kept soda counter. The books are succinctly written and gotten up in "thumbnail" size, and are not likely to go into Mr. Druggist's waste basket unread.

It is an open question as to the desirability of placing an advertisement in a newspaper containing two or three hundred columns of advertising, such as some of the big Sunday editions of the dailies carry. It goes without saying that there is no one man can read all of these advertisements in a single day. One of these monster editions will carry more matter than is contained in six or eight novels of the largest size. On the other hand, there is scarcely any edition of a paper which is read through and through by any one person. In the case of the monster editions, it is claimed by some that when one is in search of bargains, or of something he may want, or thinks he wants, which amounts to the same thing, he is wont to turn over the pages until something attracts his eye, when he pauses to investigate. There are those who insist that the more advertisements there are, the better the chances of attracting attention, for the reason that the greater number attracts the more readers. Such men seek to make some one line, or two, or three, as attractive as possible, in order that it may escape the fewest eyes possible. Other advertisers seek smaller company, in the faith that the less the number, the greater share of patronage will fall to them. As said, it is an open question, and one which each advertiser must decide for himself.

THE Philadelphia *Times* issues a Sunday magazine supplement which, in point of original matter and pictures, will compare favorably with any similar supplement in the country.

As a really original, self-explanatory advertising name, perhaps "Club Car," used by the Chicago Great Western Railway, is the best that has lately appeared. It is used to designate the parlor car upon a fast train which goes from Chicago to Minneapolis over night, and is an advertisement in miniature, telling more of comfort and pleasant traveling than could be expressed with a box of brand new adjectives.

PUBLIC interest in the sugar problem—the share of the enormous consumption of that article supplied and likely to be supplied by the United States—has led the Treasury Bureau of Statistics to prepare a statement regarding the sugar consumption of the United States, the amount produced in this country of cane and beet, separately stated; the amount produced in its insular territory, Porto Rico, Hawaii, and the Philippines; the amount imported from Cuba, the amount from other tropical territory, and the amount from the beet sugar producing countries of Europe. The sugar consumption of the United States has grown from 1,272,426,342 pounds in 1870 to 5,313,987,840 pounds in 1901; or, from 33 pounds per capita in 1870 to 68 pounds per capita in 1901. Of the 5,313,987,840 pounds consumed in 1901, 985,568,640 pounds, or more than one-sixth, were produced in the United States; 852,205,760 pounds, or about another sixth, were produced in the insular possessions, while the remainder, amounting to 3,476,213,440 pounds, or about two-thirds of the total consumption, represented imports for consumption. Of the total imports during the calendar year 1901, 1,302,860,514 pounds were from Cuba; 686,676,954 pounds from the East Indies, chiefly Java; 1,122,898,887 pounds from other cane sugar countries; and 599,774,613 pounds from the beet sugar countries of Europe.

THE *Star's* circulation is the greatest, per capita of the population, of any newspaper in the world. The *Star* is delivered every morning to 97 per cent of the occupied houses in Muncie.—*Muncie (Ind.) Star*.

Augusta (Me.) has a population of 11,683 and *Comfort*, a twenty-four page paper issued there, printed an average edition in 1901 of 1,269,648 copies. Just how many copies the *Muncie (Ind.) Star* publishes is not stated in the paragraph quoted above. Probably they do not print so many as two millions. Indiana is a great State, though!

AND now Mr. John Lee Mahin, of Chicago, enters the field of advertising journalism with *Mahin's Magazine*, a monthly PRINTERS' INK baby that is by far the most artistic and individual that has been brought by the stork these many months. In the first number (April) Mr. Mahin announces that he will treat all phases of publicity, bring advertising and psychology together into closer harmony, and do his best to reduce the former to an exact science without supplanting any other publication devoted to that purpose. Chicago college professors are to attend to the psychology, and Professor Walter Dill Scott, of Northwestern University, begins a series of twelve papers with one upon "Association of Ideas," in which advertising is examined in the clear, cold light of philosophy and made to yield up many a self-evident truth. In the next issue, Professor Herbert L. Willett, Ph.D., of the University of Chicago, will examine into advertising's ethics, beginning with the promising query, "Do the Teachings of Christ Countenance Advertising?" In all respect to Mr. Mahin and his learned contributors, the Little Schoolmaster suggests, these lines of thought be carried further by Doctor Triggs, who has had wide experience with the priceless publicity of the editorial paragraph. In the mechanical particulars, Mr. Mahin's magazine is both artistic and original, and the advertising section of the first issue is well patronized by prominent publications. The printing is done by the Henry O. Shepard Company, Chicago.

SAVE on the printing, waste on the returns.

If you change the reading of your advertisement in the daily every day it will, even if unconsciously, impress the reader that your stock is continuously changing—constantly being renewed, and that your business is too wide-awake and progressive to allow old-fashioned, undesirable and shop-worn wares to be kept in stock.

THE Boston *Evening Transcript* is conceded to be "the leading family paper of New England." It is read regularly and religiously by the prosperous and intelligent people of Boston and vicinity. It has their esteem and confidence to a greater degree than any other paper. Its circulation is large, corresponding to the number of families in its field who appreciate its clean, honest news and literary features. Furthermore, it is read not only by the whole family, but by the family servants as well. For these reasons, the *Transcript* is unexcelled as an advertising medium for articles of merit.—*Leaflet from the Transcript*.

The Boston *Transcript* is one of those excellent publications to which the American Newspaper Directory accords the gold marks (☉☉). The *Transcript* belongs in the group of the famous "Golden Dozen ☉☉" that was the subject of a beautiful booklet recently published by the Buffalo *Express*, the latter also a member of that distinguished number.

In the table of explanations in the 1902 issue of the American Newspaper Directory that has just left the press, the gold marks are defined as follows:

(☉☉) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ☉.—*Webster's Dictionary*.

The gold marks are so highly valued by those fortunate enough to deserve it, and the number of possessors is so small, that it occurs to the mind of the Little Schoolmaster that it would be wise as well as profitable for those papers to constantly bring this point before the minds of advertisers. An inch paragraph on the editorial page as a standing card of explanation of the goldmarks (☉☉) would answer this purpose admirably.

DON'T ridicule or condemn the advertiser who repudiates all accepted canons of the art and strikes off through what seems to be wholly wasted territory. He may be wrong, and again, even though he goes against all experience, he may be right. Watch him, reserve judgment, and be ready to profit by the experience that he is paying for.

A REDUCTION of fifty-nine millions in exports and an increase of seventy-nine millions in imports does not discourage the Chief of the Bureau of Statistics with reference to the condition of the foreign commerce of the United States. "I do not see that there is the slightest cause for anxiety," said Mr. Austin. "It is true that the value of our exports in the nine months ending with March is fifty-nine millions less than in the corresponding months of last year. Yet the causes of the reduction in the export figures are so clearly due to abnormal and temporary conditions that the falling off does not indicate a decrease in the popularity of American products abroad or a reduction in the demand for them. On the contrary, I think we may consider ourselves very fortunate that our export figures held up as well as they did. The chief reduction in our exports can be traced to the destruction of our corn crop by the drouth of last year. Corn has become so important a factor in our export trade, both in its natural state and in the condensed form of beef and pork, that a loss of one-fourth or one-third of the enormous crop means a great reduction in the surplus. In the last four years the exportation of corn has averaged about 200,000,000 bushels per annum. In the present fiscal year it will not amount to one-fifth of that quantity. Regarding the large increase of importations, there is no cause for anxiety, but rather the reverse. We have not received the details of the March import figures; but judging from those of the preceding months, the increase is chiefly in manufacturers' raw materials."

A GREAT many advertisers make the mistake of using too small a space. On the other hand, a great many advertisers use too large a space. Just what size space to use is a question, the solution of which requires the exercise of considerable judgment and common sense.

"IN Pine Tree Jungles," the latest handbook of the Bangor & Aroostook Railroad, has so many points of excellence that it would be difficult to decide upon the one in which it is most admirable. Primarily, it is a handbook of information for fishermen and hunters, but the matter and pictures have been carried beyond the bounds of information and into the realms of temptation. There are, in addition to an advertising section, 124 pages of text, and the halftones will average about one to the page. They are varied, and deal with all phases of Maine life and scenery. Several of them are in three-color process. A most complete table gives the fishing waters within reach of each station of the road, tells what variety of fish may be taken, and gives distances and modes of transportation. In the front of the book is a general index by which it is possible to find each smallest fragment of information throughout its contents, while the usual facts regarding game laws, shipment, equipment, rates, routes and districts is set forth succinctly and entertainingly. There are two hunting stories by well-known writers, "How Hudnutt Helped," by Holman F. Day, and "The High-Shouldered Hunt," by Winfield M. Thompson. Miss Mary Alden Hopkins also contributes an article upon "Women in the Woods," giving hints as to clothing and other details. A fine map is inset at the front cover, and the volume is gotten up in the best typographical style. It was written and arranged by Mr. Fred H. Clifford, Bangor, Maine, an ardent pupil of the Little Schoolmaster, and may be had for ten cents in postage stamps from Traffic Manager Geo. M. Houghton, of the same city.



City people and country people, both are chock full of human nature and are influenced by surroundings and circumstances.

Cityites read several daily papers each day and read them quickly, as they live.

Country folks study their local weekly during the entire week and do so leisurely, as they live.

Advertising in the city dailies is duplicated; in the local weekly it is not, but is good for seven days—as against one day for the city dailies.

The 1,500 local weeklies of the Atlantic Coast Lists cover the New England, Middle and Southern States. How well they do so explained in catalogue which can be had for the asking.

One inch, six months, \$1,200.

ATLANTIC COAST LISTS

134 Leonard Street, New York City.

CHARLES J. BILLSON.

Mr. Charles J. Billson, whose portrait adorns this issue of *PRINTERS' INK*, is well known to advertising men. Well and favorably known it may be said, for no one ever hears anything but good of him. He is one of the most influential among the rather large number of bright men who act in New York City as Eastern representatives of leading daily newspapers published in other commercial centers of the United States.

It is said that "Charley Billson" was the first of the special agents who saw the wisdom of exacting a salary from the newspaper instead of a commission upon the business sent: realizing that such method would effectually do away with the constant mental query on the part of both advertiser and newspaper man as to how much less or how much more the net price of the advertisement might have been if the special agent's rake off did not have to come out of it.

Some one who thinks he knows was heard to state it this way, one day: "Billson sends so much business that the salary he gets from each paper amounts to a commission that would be so small as hardly to be considered, and on that account he is justified in asking from each paper he represents a yearly compensation that to a smaller man might seem princely. The combined amount of the various salaries he receives is said to be materially less than is paid by the steel trust to President Schwab, but is doubtless far in excess of the earnings of most presidents of banks and insurance companies."

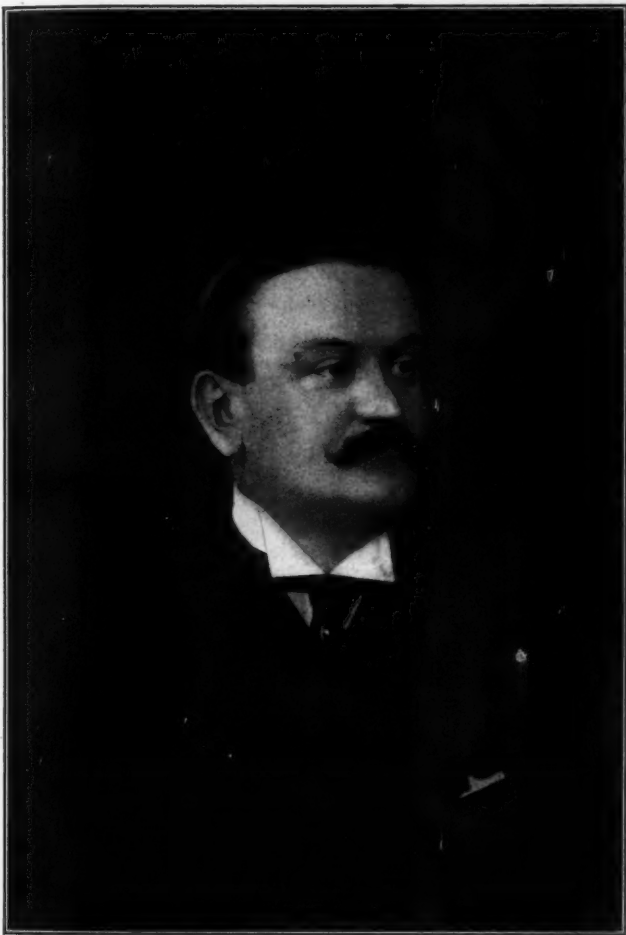
Speaking of his papers and his plan and method of work Mr. Billson says:

"My papers cover the territory between the East and Minneapolis, and each is practically a leader in its special field. Thorough trials have proved that the salary method is the most just and satisfactory way of working for both representative and mediums where the latter are pro-

fitable to advertisers and worthy of business. If a weak medium were included in the list it might be difficult to render the publisher an adequate return for the salary, but I do not desire to represent any paper for which it would be difficult to get an adequate amount of business. I ask a good price, and make the business pay as well or better than by the commission plan, but the cost might be prohibitive in the case of an indifferent medium. My theory is simple enough. Good service in all walks of life, from kitchen maid to the governor of a State, calls for fair remuneration. You can't get good service for nothing, nor upon probabilities. I am not a speculator, and can work to better purpose upon a guaranteed income. I demand my price, and, when I get it, give the best that is in me for return. Hard work and conscientious service make the arrangement even more satisfactory than the commission plan so far as my publishers are concerned, and I work under the most favorable conditions.

"The methods of working are much the same under this plan as under the old one. A list of papers is a chain, and each medium is a link. Even when a contract is secured from a national advertiser it does not always include all of the papers upon my list. Generally he is covering special territory according to his own plans, and he chooses his own mediums. In some instances we carry the same advertising in all of them, but such cases are rather an exception. For that reason it is seldom possible to favor certain papers in getting business, and I find that strict impartiality is one of the main factors in the success of a special representative. I am a shareholder in the *Pittsburg Press*, which is owned and controlled by its working staff—publisher, advertising manager, business manager, circulation manager and foreign representative. Yet I never favor it in any way when business is divided. Since that particular paper has come under the control of the men who do the brain work for it, there has been a gain of eighty per cent in the advertising rates,

and its advertising patronage has highly commended by those who increased threefold. This showing use it. was made by hard work—first the “The people who buy advertising paper itself was regenerated and ing space present many queer prob-



MR. CHARLES J. BILLSON.

improved, then the circulation was stimulated and, last, the advertising partonage was increased. Today it is a splendid property and a splendid advertising medium, lems to the special representative. There are some advertisers who try to impress him with the size of the order they give, contracting for fifty thousand lines when they

mean to use but ten thousand, under the impression that they will secure a lower rate. The bulk buyer of advertising is not nearly so desirable a customer as is generally thought from the publisher's and representative's standpoint. There are two reasons for this. First, the advertiser who uses fifty thousand lines in a list of mediums may next year change his plan of campaign and turn to street cars, magazines, billboards or other mediums. Lose him, lose everything. But when those fifty thousand lines are used by five different advertisers, one or two may drop out without serious loss to the papers.

"The second reason is this: Five ads of four inches single column in a paper always look better than a double column ad of ten inches. Plenty of small ads always denote a prosperous paper and a profitable advertising patronage, to my way of thinking. It is better to have fifty advertisers who use comparatively small spaces than five who run to full pages and half pages, even though the latter are a surer source of revenue than the fifty. Diversity of advertising in a medium shows its popularity with both advertisers and the reading public.

"All of our Western business is handled at the Chicago office, where we have one man in the office and another upon the road. I have, altogether, five traveling solicitors, and they are all picked men. They have been trained in my methods, know my business principles, and are thoroughly loyal and reliable. It is a pleasure to me to know that my employees have always been in perfect harmony with my methods and plans. I study their comfort, and they study my interests. We all work together for the good of our clients and the cause generally—work early and late, in all sorts of weather and under whatever difficulties we may meet with. I think that my working staff is one of the best in the whole advertising field, and I credit them with the greater share of my success.

"I have always believed in thorough advertising of the mediums

that I represent, and in the past year or two have spent many thousands of dollars in the right sort of publicity. I rely largely upon PRINTERS' INK to reach advertisers, and have lately spent fully \$30,000 in the Little Schoolmaster's space. I do not pay for this myself, of course. Each paper pays for its own. But the advertising is done at my instigation and under my direction, and is of benefit to all of us."

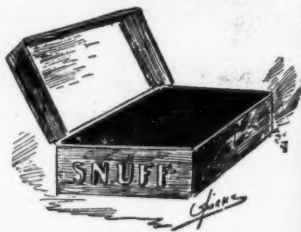
Among the papers at present represented by Mr. Billson are the *Minneapolis Journal*, *Boston Herald*, *Philadelphia Inquirer*, *Chicago Journal*, *Grand Rapids Evening Press*, *Detroit News* and *Tribune*, *Cleveland Plain Dealer* and *Pittsburg Press*, in the last named of which he is a stockholder. The business which he secured for these mediums last year aggregated very nearly one million dollars, and that for 1902 is certain to be much greater.

Mr. Billson's Eastern offices are in the Tribune Building, New York, and Western offices in the Stock Exchange Building, Chicago.

A good illustration of the power of a competent man to render a great service to a good newspaper, may be found in the fact that there are no more than three general advertising agencies in America that forward as much business to the over 20,000 periodicals they assume to represent, as this single pleasant and efficient special agent secures for his choice little list of less than a dozen daily papers.

This surprising statement is as true as it is surprising.

ILLUSTRATED EXPRESSION.



A FRIEND AT A FINCH.



A characteristic feature of American growth and development is the building of business through advertising.

We are advertising agents. We assist in building business through publicity. We offer knowledge and experience in planning, writing, illustrating, printing and placing copy for advertisers.



CALL ON OR WRITE TO

GEO. P. ROWELL & CO.,

ADVERTISING AGENTS,

10 Spruce Street, New York.

PRINTERS' INK

1902 CONTEST

\$100 \$50 \$25

SEVENTEENTH WEEK.

In the 1902 PRINTERS' INK advertisement competition ten competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week.

This advertisement was constructed by Alfred Edmondson, Queen street, Morecambe, England, and it appeared in the *Morecambe, England, Visitor*.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Edmondson when the marked copy of the paper was received. Two additional coupons, one to Mr. Edmondson and one to the advertising manager of the *Visitor*, were sent in accordance with the terms of the competition when a selection of the best ad for the seventeenth week had been made.

Mr. Edmondson's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the contest regulations.

Mr. Edmondson also won the weekly prize of the eighth week and therefore enjoys the enviable distinction of being the first advertiser in this contest who has won two weekly awards. The seventeenth week was also a record breaker in another direction. The lowest number of ads was received during this week and also the poorest lot since the contest started.

Each of the nine unsuccessful

competitors for the honors of the seventeenth week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their efforts. A pamphlet setting forth the terms and conditions of the contest is now ready. Its twenty pages contain the reproductions of the best advertisements for the past fifteen weeks. All progressive young men ought to be interested in the preparation of good advertisements. If so, it may be worth while to look over the fifteen attempts to gain the three cash prizes offered by PRINTERS' INK.

A hundred dollars cash is often a very nice thing for a young man to put in his wallet, but the fame of winning will be worth more in a business way than the money.

More than one high-priced advertising man in a great establishment first made his name known to the advertisers of the world by competing successfully for a PRINTERS' INK prize. The *Wichita (Kansas) Daily Eagle* said recently:

"PRINTERS' INK is now and for the past twelve years has been the recognized authority on good advertising, not only in the United States, but throughout the civilized world. It has been and is now the adviser for the world's most successful business firms and large advertisers."

Whoever may think of something better to say that is true, and can say it in better chosen words and display it in a more eye-catching manner, is invited to try. The pamphlet will be mailed free of charge on request.

"PRINTERS' INK,"
THE LITTLE
SCHOOLMASTER.

I Knew Nothing

about advertising—although I had bought much newspaper space and filled it—with rot—until I took lessons from my **Little Schoolmaster in the Art of Advertising — "Printers' Ink"**;—it taught me much—principally—by precept—the buying of newspaper space—by example—the preparation of display of strong, forceful, goods-disposing copy!

May-be as yet I know little or nothing about advertising—be that as it may; by applying the lessons learned from my teacher—"Printers' Ink"—my Stock was turned eight times one year and netted a profit equivalent to invested capital!

Your banker—safe—counter can be dispensed with—not so "Printers' Ink"—it is indispensable.

Each issue, and there are 52 in a year for 5 Dollars—is as full of vital—tried and true—business-getting principles as a fresh laid egg is of nutritious meat—latter feeds the body—former feeds the mind, inspiring and teaching truths when grasped and applied quickly build a profit paying business.

Young man try "**Printers' Ink**" for money scarcity and business depression — it is a Panacea.

You can know all things

Publishers:
GEO. P. ROWELL & CO.,
Spruce Street,
NEW YORK.

about Advertising that are
worth knowing by studying
"**Printers' Ink!**"

Written by **ALFRED EDMONDSON**, Morecambe, England.



**All Trains
Examined**

at every division station—that is, at intervals of a hundred miles or so.

When you hear the hammer ring and see the flare of the torches, you know what is taking place—your train is being “looked over.”

In this matter of examining equipment—frequently and thoroughly—the Burlington is, perhaps, a little more systematic than any other railroad. The reason is—IT PAYS.

Omaha, Chicago, Kansas City, St. Louis, and EVERYWHERE beyond.

Write—or call at this office—and we will take pleasure in giving you full information.

W. W. ELLIOTT,
Agent.
222 So. Spring St.,
Los Angeles,
California.

**Burlington
Route**

The Car Inspector.

AN AD THAT SHOWS AN ADVANCE IN RAILROAD ADVERTISING.

A SOLILOQUY.

Over the hills not far away
Farmer Jones read his paper one day.
He devoured the locals, he read “Big
News,”
He read of the blizzard and that Smith
had the blues.
He read the ads with interest bold,
Of cuts in prices on goods to be sold;
He scanned the columns with eager
stare,
But Johnsing’s ad it wasn’t there.
“Wall, wall! what has happened, I do
declare,
Has Johnsing died, gone hence or gone
where?”

A mighty good fellow when alive
But never much on the advertise.”

MORAL.

Johnsing was not dead, but only slow,
He hesitated to let the people know
That live he did, but ’twas only play
For trade kept going the other way.

—The Ad-O-Meter, Essex Junction, Vt.

It is never too late to begin advertising—nor too early to consult the advertising man.—*Business Problems.*

BEYOND THEIR BRILLIANCY.

One of the most welcome exchanges that come to the *Colored American* is PRINTERS’ INK, “a journal for advertisers.” It is itself an embodiment of the valuable advice it offers to others—that neatness of appearance, beautiful typography, the very best of paper and ink, with reading matter presented in brief and lively fashion—straight to the point—serves as a journal’s best advertisement. It argues in the same appropriate strain, that advertisement is the first ingredient in any enterprise hoping for success, be it a store, church, school, club or government. The approval of the people must be invoked. The columns of PRINTERS’ INK teem with nuggets of wisdom, and the absorbing interest the editor manages to inject into all the phases of a subject as dry as advertising is supposed to be, is beyond even our brilliant comprehension.—*Colored American, Washington, D. C.*

The man who lacks confidence in his store will never be able to advertise it properly.—*Business Problems.*

NOTES.

THE Omaha *World-Herald* in its Sunday issue of April 12th contained 101 columns of advertising.

Life issues a "lovers' number" on May 8, and is sending around the dainty cover by Blashfield to arouse interest among the advertisers.

THE St. Louis *Globe-Democrat* issues a folder of summer resort advertising rates that is neat, but not especially notable for argument.

ONE of the nicest things about the Munn wired envelope is that the wire is so small it does not materially dull the scissors when the envelope is cut open.

"PLATE TEXT" and several other faces of type for card and invitation work are shown in an attractive brochure from the Great Western Type Foundry, Kansas City.

THE *Philatelic Star* is a little monthly for "those who are interested in stamp news," published at Madison, N. Y. Its printing is somewhat "freaky," but it seems perfectly harmless.

Judge sends out a mailing card bearing its comic advertising dog and some verses testifying that its "humor and its wit are sweeter than the blossoms on the bough." Eh?—possibly.

ACCORDING to a folder sent out by its New York representative, Charles H. Eddy, 10 Spruce street, the Chicago *Evening Post* gained 146 columns, 201 lines of advertising in March over the same month in 1901.

THE spring and summer catalogue of Gordon & Ferguson, St. Paul, Minn., makers of hats, caps and gloves, is an excellently printed, compact book, with just enough pertinent comment to arouse interest in the goods listed.

THE annual report of the Pennsylvania Institution for the Deaf and Dumb, Philadelphia, is a neat book of one hundred pages, illustrated with good halftone views of the various departments of the institution.

AN over-displayed folder from the *Daily Times*, Davenport, Iowa, contains a statement for March showing an average daily circulation of 6,254. A smaller and neater folder containing more extended arguments accompanies it.

THE catalogue of closet fittings for schools, prisons, hotels and public buildings, issued by the Standard Sanitary Mfg. Co., Pittsburg, is a tastefully gotten up book, printed in two colors upon fine stock, and with plenty of white space.

MR. JOSEPH HAMLIN PHINNEY, who for ten years was connected with the advertising department of Cuticura and more recently in a similar capacity with Laxakola, has associated himself with the H. B. Humphrey Co., Advertising Agency, of Boston.

THE *Pittsburg Gazette* gives a week's circulation figures upon an exquisitely neat folder. The figures—presumably

for a week in March, though no month is mentioned—show that the paper is very close to a daily average of 70,000, with 55,000 on Sundays.

THE sporting goods catalogue of the Dunham Gun Co., Oshkosh, Wis., is gotten up in pocket size, with round corners and an excellent cover. Outwardly it is attractive, but the contents differ in no wise from dozens of similar catalogues, being printed from worn plates upon thin paper. The catch phrase used by the firm—"Quality is remembered long after the price is forgotten"—is an excellent one.

FUNNY ADVERTISING.



It's pretty hard for a girl to play a 'plaid and fight flies simultaneously. Likewise it is very hard for a cook to prepare a tasty meal with anything else in the sauce line except



Is the best in the world. Ask your grocer for it.

Horace De Lasser, Agt., 90-92 W. 4th St., N. Y.

Tom Corwin, the great Ohio statesman and politician, was wont to say in his latter days that the only thing which prevented him from being elected President of the United States was that the people refused to take him seriously.

The successful writer of advertisements is real. He believes what he says, or he writes in such a manner as to make those who read believe that he is in earnest and believes everything that he writes.—PRINTERS' INK.

A CLEANLY little booklet comes from the Hotel Raleigh, Atlantic City, N. J.

THE Page-Davis students and graduates gave a complimentary dinner at the Hotel Roland, New York, on April 14, to Mr. Edward I. Page of the Page-Davis advertising school of Chicago. A feature of the affair were speeches delivered to the diners over the telephone from Chicago.

THE *Agricultural Epitome*, Spencer, Ind., sends out an odd folder containing four letters from advertisers testifying to its worth as an advertising medium for reaching the best classes of farmers. The writers report an increase of results since the paper began to be "edited and printed on the farm."

THE Rev. Dr. T. De Witt Talmage, editor of the *Christian Herald*, and one of the most famous pulpit orators of the generation, died at his home in Washington on April 13. Dr. Talmage's sermons were published weekly, whether delivered or not, during the past thirty years, in a syndicate of several thousand newspapers.

ACCORDING to the programme of the fiftieth anniversary dinner of the New York Y. M. C. A., that organization has nearly 11,000 members, owns 11 buildings and uses 22 others, conducts 8 restaurants and lunch rooms, has accommodations for over 400 lodgers, maintains 26 reading rooms and 19 bowling alleys, has 80,731 books in its various libraries, and received for current expenses in 1901 more than \$600,000. According to associate secretary Booth, more than 500,000 meals were served last year and 100,000 lodgings provided.

D. APPLETON & Co. announce a novel, "Many Waters," in a neat booklet containing a portrait of the author, a description of the plot and some specimen pages of the text. The ad is a very good one, and the novel must be too, for it begins with an impromptu dinner of prominent men at the Waldorf, tells of the experiences of a reporter in getting news, describes the flooding of a valley to make a lake—thus keeping two lovers apart—reveals a Wall street intrigue, throws in a street railway strike and winds up with the grand climax of a city editor ordering his men out upon a big story only to find that he is the principal figure therein.

ONE of the most curious advertisements that has come to our knowledge is the one adopted at Lake View. As parties were crossing Schoodic lake a short time ago they noticed a deer in the distance. This was not an uncommon sight, as deer are numerous there. The animal was in the same place when the man reached him and was found to be firmly fastened into the ice. It is unknown how he was caught, but he was in a perfectly natural position. Fastened to the animal's side was a placard which read as follows: "Dead game sports will buy their hunting and fishing outfits at—, as we are not so 'deer' as the other fellows."—*Maine Woods*.

THE House Committee is said to be

about to cut down the appropriation for the New York postoffice to \$2,000,000. This is an outrageous slap in the face of the people in all parts of the country. The Senate appropriation of \$2,500,000 was little enough; the House should double it. Every member of the Committee ought to receive a letter or telegram from his leading constituents making this a personal matter—as it is to every man of business. The site for the new postoffice has settled itself. It must be located on the line of the Pennsylvania and Rapid Transit tunnels, so that the mail cars of the Pennsylvania and New York Central railroads can enter it subterraneously. Thus all the correspondence from the South, West, East and North will come direct to the clerks' tables, and hours will be saved in distribution and delivery. That a few thickheads in the House of Representatives should have the impudence to hold up such a measure of national importance is preposterous.—*Town Topics*.

SOME distinctive newspaper advertising has lately been done by the Tabard Inn Library, a Philadelphia institution which places collections of books in stores throughout the country and furnishes subscribers with reading matter at very reasonable prices. Its latest development is an odd plan to secure names of persons who will be interested in its service. Forty cash prizes aggregating \$2,500 are offered for lists of fifty persons sent in by its subscribers, to be selected in towns of 2,000 population or more east of the Mississippi and as far south as Washington. As fast as names are received a special offer good for twenty days is mailed, and each subscription received from a person on one of the lists is credited to the competitor who sent it in. If the name occurs upon two lists, credit is given to each. No compact with persons whose names are sent is permitted, but competitors may talk with and advise them to subscribe. The lists which show the best results will receive the prizes, and each list that produces five subscriptions will be awarded with supplementary prizes of books. The plan ought to put the Tabard Inn folks in possession of priceless mailing lists.

THE *Ladies' World*, New York, issues the first number of a publication called the *Progressive Advertiser* which is to be devoted wholly to the interests of "publicity advertisers." This would seem to be a new kind of advertiser upon first glance, but the editorial announcement in this first number explains that the epithet is applied to general advertisers. Therefore, by a very simple thought process, it appears that a "publicity advertiser" is an advertiser who advertises. The definite service that the new publication is to render this old friend in a new name is to help him keep retailers informed upon his advertising, especially that which appears in the *Ladies' World*. Brief summaries of widely advertised commodities are printed, and space is left upon the center page in which the current ad of some specific advertiser is tipped. The advertiser then gets a "certain number" of copies of the publication containing his own ad in this center page, and,

presumably, mails them to retailers. Mr. Horace Dumars, advertising manager of the *Ladies' World*, estimates that the new publication will be seen by from 50,000 to 100,000 merchants each month. No charge is made for the service, the *Ladies' World* paying all the freight—or rather, the third-class postage, which amounts to eight cents per pound, as the new publication cometh not within the jurisdiction of Mr. Madden.

THE *Sun* prints little ads of its Sunday edition that are altogether bright, in keeping with the tone of the paper and worth study. Here is a late specimen: Paper is cheap. So is ink. But the combination of the two may be of almost inestimable value. Anyone who doubts the statement is invited to visit the Bureau of Engraving and Printing at Washington and see for himself. But the Sunday *Sun* beats a bank note. It is worth far, far more than its face value—which is five cents of good and lawful coin. Here is the proof. If there were only one copy of the Sunday *Sun* within your reach and you felt like reading something good—not just killing time, mind—you know very well that you would give several times five cents for that copy. It is the privilege of the poorest lover of good reading in New York to buy the Sunday *Sun* for the same price that the richest plutocrat pays for it. The stories told in its thirty-odd pages are just as full of chuckles and thrills for the man who works with his hands as for the man who works with his head through other people's hands. The only requisite is the ability to read. There are Sunday newspapers made apparently for people who cannot read. At least they look like it. The Sunday *Sun* is not in competition with them. It would rather keep the thousands of fun-loving, hard-thinking friends that it already has.

"THE Tale of a Whip" is a booklet with a purpose—a purpose which is set forth in one of its own paragraphs: "Some merchants understand thoroughly what whips are made of, and how they are made. A great many have seen the actual process at our factory. Others have only an idea of the subject. We want all whip men to know as much as possible about whips—to know what enters into a good whip—how to tell a good whip—and how to take care of one." Then, with surprisingly few words and the aid of little snap shot halftones, the Buffalo Glove & Whip Manufactory (Buffalo, N. Y.) tells precisely how whips are made—how they consist of two pieces of maple and a reed that comes from India, how this reed from India is the crucial part of a whip and likely to make it worthless if not of the right quality, how the pieces are combined and turned by an operation that calls for skill and knowledge, how the combination is coated with metal and white paint, covered with plaited thread by a machine that turns out a whip in six minutes, how the whip is rolled in another machine, sized, filled, varnished, furnished with a mount and a snapper, re-varnished and packed for the trade. This is a reed whip, and several other kinds are described. Over in the back of the book is a very plain talk with

Mr. Dealer upon the wisdom of keeping none but Buffalo whips, with a few sensible suggestions about taking care of a good whip after you have got possession of it. The whole booklet is as compact, forceful and convincing as any booklet could well be. It gives more humanly interesting advertising matter in its twelve pages than some firms' catalogues of ten times that number.

"THE Boy and his Mother" is a clever little brochure written by Mr. George L. Dyer, of Sykes & Ab. Kirschbaum & Co., New York and Philadelphia, and part of the text is so cunningly calculated to win the mother's good opinion by the odd means of praising her good taste and dispraising that of her "lord and master," that it is worth reprinting: Most of the clothing worn by little lads is bought by their mothers. Women are better buyers than men; know how to make the money go farther. Father will buy a suit for the boy and mother will take it back next day: she notices little faults a man never sees. She has better taste instinctively; better sense of color. She looks at the tailorings critically; she uses the needle herself. She is a shrewd judge of cloth and is personally interested in its wear—a man does not have to do the mending. By the neighbors and the world she is held accountable for the appearance of the



THIS PICTURE, TAKEN FROM A CURRENT MEDICAL AD, SHOWS THAT PLEASANT SUBJECTS MAY BE CHOSEN FOR ILLUSTRATIONS INSTEAD OF THE REPELLING CUTS WHICH ARE GENERALLY DEEMED A NECESSARY PART OF A PATENT MEDICINE AD.

boy. If he is well dressed hers is the credit; if he is badly dressed hers is the blame. What does the average man know about it, anyway? He takes pride in seeing the boy well clothed, and reminds the youngster how fortunate he is to have a father who earns the money to buy nice clothes—"when he was a boy," etc. But when the boy is shabby he says, "Why don't your mother look after you better?" Father will send the boy away from the table until he can return with clean hands and a shining countenance; father likes to have everything bright and comfortable around him; but it is mother who sees that the boy's face is washed before he goes to school. After all, if a mother was not keen in the interests of her boy what would become of the world, anyway? When people inquire about our boys' department we like to point to the hundreds of critical mothers who buy all their boys' wear here. It is said this store is the best place to clothe a boy of any age. We think anyone must find it so who compares our styles and prices with others. One thing is sure, we have very critical customers who expect a great deal of us, and we would as soon think of going out of business as disappointing them in the quality or workmanship of our goods.

ASSERTS A GOOD DEAL.

MUNCIE, Ind., April 15, 1902.

Editor of PRINTERS' INK:

I have been very much interested in the various Sugar Bowl contests inaugurated by you. I do not recall your having at any time awarded a Sugar Bowl to any daily newspaper proving the greatest circulation in the United States per capita of the population of the city in which it is published. Many publishers vigorously assert that they are entitled to this happy distinction, but it is evident that but one can substantiate such a claim. Now would it not be interesting to know just which daily newspaper leads all others in this respect? I would respectfully suggest that a Sugar Bowl contest would result in ascertaining the real facts and end all controversies.

I am absolutely convinced that there exists to-day no daily newspaper published by anyone anywhere with as great a circulation per capita of the population as the Muncie (Indiana) Star. According to Emerson's Muncie Directory for 1901-1902, the population of the city of Muncie proper is 22,670; the population of the suburbs, 6,731, making a total population of 29,401 in the city and suburbs. On the usual basis of computation (estimating five persons to each family) there are 5,980 occupied houses in the city of Muncie and suburbs. In the month of March, 1902, there were sold and delivered by carrier boys 170,888 copies of the Star (no returns); there were delivered to newsstands 4,784 and 4,744 were sold by newsboys (no returns), making a grand total of 180,416, or a daily average of 5,819, which is exactly 97 1/3 per cent of all the occupied houses in Muncie and suburbs. In obtaining this phenomenal circulation no premiums of any kind have been employed; subscribers have been

secured strictly on the merits of the paper. Every subscriber is a paying subscriber. Collections are all made weekly and when a subscriber runs more than one week behind, he is promptly cut off. Auditor Seavers, of the Association of American Advertisers, recently completed an examination of all our office records and found our circulation to be exactly as stated by us. The actual average paid circulation of the Star for the month of March, 1902, including all editions, is 20,094. In this connection it may interest you to know that no Indiana publisher has challenged our statement that the Star has the second largest circulation in the State of Indiana; that the actual paid circulation of the Star exceeds 20,000; that it absolutely covers the Gas Belt; that its minimum rate of 2 1/2 c. per line is exceedingly low; that 97 per cent of all the occupied homes of Muncie are reached by the Star every morning; that 90 per cent of all the homes of farmers in Delaware County are reached by the Star every morning; that the circulation of the Star in Randolph, Jay, Henry and Madison counties is larger than any single local newspaper published in said counties, and that the Star circulates on more than 100 different rural routes and reaches more than five thousand farmers every morning.

G. A. McCLELLAN, Bus. Mgr.
The Star Publishing Company.

THE Y. M. C. A. NUMBER.

THE WEST PHILADELPHIA BRANCH OF
THE Y. M. C. A.
FORTIETH ST. AND POWELTON AVE.,
April 17, 1902.

Editor of PRINTERS' INK:

In the April 16th issue of PRINTERS' INK I find quite a good article on the Association and the relation it holds to advertising. I have been taking PRINTERS' INK for a number of years and am glad to see the article. I know that it will be widely read, as there are 250,000 Association men in the United States. Very truly yours,

RUBENS HUMPHREY, Sec.

PAID FULL RATES.

WALKER & LINDE,
Manufacturers and Retailers of Furniture and Carpets.

23d St., Ridge & Columbia Aves.
PHILADELPHIA, Pa., April 23, 1902.

Editor of PRINTERS' INK:

It may interest you to know that we considered a recent editorial in PRINTERS' INK so "meaty" that we paid full rates to reprint it as part of our advertisement in the Philadelphia Record, Inquirer and North American of Monday, April 21. Yours very truly,
RICHARD A. FOLEY, Adv. Mgr.

INFORMATION WANTED.

THE NEWS-DEMOCRAT PUBLISHING CO.,
231 East Seventh Street.
CANTON, Ohio, April 18, 1902.

Editor of PRINTERS' INK:

Will you kindly state where we can secure a standard book on proof reading, and the price of same? Yours truly,
THE NEWS-DEMOCRAT PUBLISHING CO.

ONE REASON.

One of the reasons for the rapid advancement of the United States as a commercial center is the fact that our people are the best advertisers. The American temperament is a restless one. It works as if each day were the only one in which to accomplish the work of a lifetime. We are an ambitious nation. We want the world to know the excellence of our products and so we advertise. From a new breakfast food to the latest popular fancy in preachers or writers or statesmen, we publish them all. And when we have flung their praises broadcast through our country, we boldly invade the older nations and advertise again. No other nation of the world can compete with the United States as an advertiser.—*Ad-Writer.*

JUSTICE to your customers in your advertising must be accompanied by justice toward yourself. Both advertiser and patron should benefit by an ad.—*The Ad-Writer.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 3-line initial letter. Must be handed in one week in advance.

PORTO RICO.

LA BRUJA, Mayaguez, P. R. Established 1896. 2,000 copies daily. Published every day, Sunday excepted. This is the most popular paper in this country. Advertisement rates: From 1 to 5 inches, 10c. an inch per insertion. Higher than 5 inches, appropriated rates.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'TY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

Displayed Advertisements.

30 cents a line; \$100. a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

BRITISH ADVERTISERS' AGENTS

Gordon & Gotch

Estimates and every information supplied. St. Bride St., London, Eng. Founded 1853.

**Advertisers
reach out con-
stantly for more
Business**



**ATTRACTIVELY
PRINTED**

**Booklets
Folders
Circulars**

are now a very important part of advertising. They secure, first, attention; then a hearing; may be preservation, while the ordinary kind receive a prompt toss to the waste basket.

Attractive ads are noticed above all others in newspapers and magazines. Space is expensive, hence striking display within a limited space becomes a pertinent proposition.

We write and print booklets, folders and circulars of the highest advertising character. We write and put in type advertisements for all purposes, finish electros therefrom, and warrant a maximum display and just the right story in a minimum of space. Send for a sample of our

Large Postal Card
for advertising purposes.

**PRINTERS' INK
PRESS**

10 Spruce St., New York

RIPANS

If more sales of Ripans Tabules are made daily than of any other medicine, the reason may be found in the fact that there is scarcely any condition of ill health that it not benefited by the occasional use of a Ripans Tabule, and a package, containing ten, is obtainable from any druggist for five cents.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

The Evening Journal

Jersey City
N. J.

A two-cent local paper.

Enterprising but not sensational.

HOME not Street circulation.

Only one edition daily, hence:—

Every copy a family of readers.

Circulation Averages

1899,	1900,	1901,
14,486	15,106	15,891

1902, 17,160

The American Newspaper Directory awards the mark ©© for quality of circulation.

21,800

Is the largest circulation in the Maritime Provinces of Canada. It is the combined circulation of

The Halifax Morning Chronicle

The Halifax Daily Echo

.. AND ..

The Halifax Weekly Chronicle

The most successful newspapers in Halifax, the industrial and commercial center of the Eastern Provinces.

NEW YORK OFFICE:

VREELAND-BENJAMIN AGENCY,
150 Nassau Street.

BOSTON OFFICE:

JOHN P. ACKERS, 12 Globe Building.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Every newspaper or other publication ought to devote a reasonable amount of its space to the blowing of its own horn. The blowing should not be too loud, nor so long as to become tiresome—just one good blast at a time in an agreeable key.

Sometimes an excellent argument for advertising can be embodied in a single sentence—something that will catch the eye of the busy business man and stick in his mind long after a lengthy harangue would be forgotten. Then, again, it is useful to make a strong statement concerning the value of advertising, reasoning the matter out logically and at some length, perhaps citing actual experiences or incidents as proofs.

Some of the best advertising arguments for a newspaper can be gathered among the advertisers who use its columns, and such material can be made to serve a double purpose—that of advertising the paper itself and of pleasing the advertiser through a seemingly incidental mention of himself or his business.

One newspaper runs a column headed "Among Advertisers." In it are some really readable items about advertisers, treated in regular news style and interspersed with brief, forceful appeals to possible advertisers. It is hardly possible to determine how much such a column is read, but if the thing is properly done, it ought not to be the least interesting portion of the paper.

It's well enough to keep in mind, when advertising space, that a good big percentage of that army of business men who have discovered that "advertising doesn't pay," reached that conclusion as a result of being led to expect advertising to accomplish impossibilities. In far too many cases the publisher's anxiety to secure business prompts him to make careless

and extravagant statements which sometimes get business, but invariably react upon his paper and himself.

In addition to the judicious use of its own columns, I believe a paper can often use the advertising space of other papers to advantage. Every paper should have a nice booklet of convenient pocket size, containing full information for advertisers, as to circulation, rates, closing of forms, etc., to be inclosed to inquirers, and a series of sensibly and specially written letters embodying convincing arguments applying directly to the needs of each particular concern addressed, should re-inforce the newspaper's advertising in its own columns and the efforts of its solicitors.

I reproduce herewith some newspaper advertisements which seem worthy of emulation, and hope, as the volume of such advertising increases and its tone improves, to find more striking and original specimens to submit in this department.

Monday
Tuesday
Wednesday
Thursday

are good days to advertise in the want columns of the *Spokesman-Review*. The other good days are Friday, Saturday and Sunday.

Look at Your Calendar Number

Holders of calendars bearing either of these numbers are requested to bring them to the *Daily States* and receive one dollar.

Friday, April 14: number 10666, number 11084, number 14399. Three new numbers every day.

A Dime a Time

Twenty-five cents cash for twenty-five words or less three days.

Whole week forty cents.

If you don't read the *Globe* on Sunday, you start a day behind your neighbor Monday. 84 new advertisements to-day.

On Wednesdays and Saturdays the Real Estate columns of the *Bulletin* are closely studied by those interested in buying or selling Real Estate.

Legal Advice Free

If you are puzzled over a knotty question of law, and feel unable to pay a big fee, clip this coupon from the *Evening News*, present it at this office between the hour of 12 and 1 o'clock any week day.

The *Evening News* has retained a counsellor for this purpose. His address will be given to you on presentation of this coupon at the *News* office.

This coupon entitles you to ten minutes' consultation with him free.

Sunday a Year Ago

The *Journal* carried less than five columns of want and classified advertising; yesterday the *Journal* carried full twelve columns, or an increase of nearly one hundred and fifty per cent. This magnificent increase came in the ordinary way, without any special effort or space padding, and speaks more eloquently than words of the growth of the *Journal* the past year and its increase in result bringing power. It means that people who use the *Journal* want columns must be getting splendid results, and when one considers that the want rates are less than half those of the only other want ad medium in the city, it can be easily figured out why it is profitable to put your wants in the *Journal*.

Over 40,000 paid circulation daily makes the *Journal* want ads pay.

The Sunday Post

is the newspaper a person who desires all the news and the best of special matter will naturally select. A more complete or better journal is not printed.

Look at this list of feature articles:

Senator Hoar

said in speaking of American and Spanish gunnery: "It is not the amount of metal thrown—it's what hits the mark." It's just so in advertising. It is not how much advertising you do; it's what reaches the mark. *Journal* advertising is judicious advertising—every advertising shot tells—tells in results. The *Journal* fires your shot into over 40,000 of the best homes in Kansas City and surrounding territory. Puts you in touch with the best business men and merchants. It is read in the morning before breakfast, on the trains, on the cable cars, all day in the homes. *Journal* readers are buyers—they are people with money—you can get some of it by going after it—the field is open.

Sticking To It

is what counts in advertising. One advertisement one time may, and often does, produce results, but people have many things to look at and think of. To impress them permanently with any one article takes persistent and continued hammering.

"It is a mistake to suppose a thing has become sufficiently well known to need no more advertising. The public has a strangely short memory. A firm which had for twenty years spent \$50,000 a year in making a particular article public, tried the experiment of reducing their outlay to \$25,000 per annum. But the next year it took \$100,000 to restore them to their position. Enormous fortunes are amassed by those who advertise largely, judiciously, and incessantly; but all who have had experience in the matter will confirm the statement that the latter is the one great point. It does not do to relax in exertion."—*Exchange*.

Call Up 22

when you want the *Sun* ad man to call on you and help you make your advertising more effective.

He can do it.

Over 500 Subscribers Have Been Added

to the *Sun's* subscription list because they want the news, not merely the general news but the town and country, official county and country neighborhood news of Clinton, Caldwell, DeKalb and Daviess counties as the *Sun* gives it from its regular and growing list of correspondents.

This is what makes advertising in the *Sun* valuable.

A Good Way to Tackle the Fishing Tackle Subject.

Fishermen Read

Say "Read" to a fisherman of the real kind and he'll tell you that "Read" stands for all that's good in fishing tackle—stands for everything you'll need, of top-notch quality, and often at as low or lower prices than inferior goods are sold for.

We're sole agents in Danbury for Read & Son's Fishing Tackle. We think we have by far the largest stock of tackle in the city. The best quality, the best variety and the best values.

An Excellent and Very Uncommon Argument for a Plumber.

There is a Big Demand For Rents

with improvements. If you want to have your houses bring more rent money put in modern plumbing. The cost will come back to you in short order, and prove the best kind of a permanent investment. I would like to talk the matter of expediency and expense over with you. At my figures it won't cost you so very much. You call or I'll call, just as you think best.

I have to thank Mr. A. M. Brown, adwriter for the Peoria, Ill., *Star*, and Mr. Henry D. Bramble, "Counsellor in Advertising," Springfield, Mass., for examples of good hotel advertising, two of which I reproduce herewith.

Do You Travel?

When you arrive in town on the late train some damp, nasty, drizzling night, with that miserable home sick feeling running up and down your spine, step right around the corner of Main street (two minutes' walk) to our hostelry and your "blues" will be dissipated on entering the door. Our congenial clerk will take you in hand, locate you in a warm, comfortable room where you can remove the train soot with pure soap and water, preparing you for the well cooked savory supper awaiting you in the cheery dining room. By this time your spirits will have climbed high enough up the thermometer to be ready for a choice cigar in the reading room while looking over the latest locals and scanning the new magazines. Then after a good night's rest in a soft, sweet bed, a delicious pot of coffee, a steak or chop, you are fortified for the day's battle with our merchants, who will partake of your congeniality and send you out of town well laden with orders.

The Travelers' Rest.

Hotel Mitchell

If you are a stranger in the city and are looking for a good, comfortable hotel where you will have all modern conveniences, this is the place. This hotel is new, it has eighty new rooms, all on the outside. It is run exclusively upon the European plan. You can eat your meals here if you want to, but you are never charged with any you do not eat. The rooms are 50 cents and 75 cents a day. The hotel is right in the most handy place for depots and street car lines and close to the business district. The table service is as good as you will find anywhere. There is a bar in connection with the hotel, where all the finest liquors and cigars are to be had.

"Four Great Dailies Smashed Records"

*Under above caption NEWSPAPERDOM
in the issue of April 3rd, 1902, in part,
says of the CINCINNATI TIMES-STAR:*

"While Cincinnati is not the largest city in the country, it is the center of an exceedingly populous district. It is astonishing to hear of a city of 325,000 or 330,000 inhabitants giving a daily circulation of 146,000. The writer of this article, who has had a large experience in circulation matters, was surprised to find that the *Times-Star* really had an average daily circulation of 145,919 for 1901. Moreover, there is a substantial increase in these large figures for the first month of 1902.

"It is the only English afternoon paper in Cincinnati receiving the full Associated Press dispatches. It has a fine special service of its own, and in addition receives the news service of the *New York Journal*. Another point that has done much to build up its circulation is that it is the only Republican evening paper in the city, notwithstanding the fact that the city, county and State are Republican. The *Times-Star* appeals practically to all classes of people, but especially to the middle and upper classes, which form the great army of cash buyers. It can be truthfully said that this paper is the favorite of local advertisers, who use its columns to more than a liberal degree.

"In October last *Newspaperdom* printed a list of 100 papers having the largest circulations. To show where the *Times-Star* stood in that list we quote eleven papers:

<i>Position.</i>		<i>Position.</i>	
New York Journal.....	1	Philadelphia Inquirer.....	7
New York World.....	2	Philadelphia North Amer- ican.....	8
Chicago News.....	3	Boston Post.....	9
Boston Globe.....	4	Chicago Record-Herald.....	10
Philadelphia Record.....	5	Cincinnati Times-Star.....	11
New York Herald.....	6		

"When we take into consideration the fact that the *New York Telegram* occupied twelfth position; *Chicago Inter-Ocean*, fortieth position; *San Francisco Call*, thirty-second position, etc., we can appreciate what the eleventh position among America's one hundred greatest papers means.

"E. A. Berdan, who was for a long time advertising manager of the *Times-Star*, is the Eastern representative of the paper, with offices at 86 Potter Building, New York City."

ALL

advertisers who desire to
cover the Chicago field
must

USE

the paper that is read in the
homes of the people,

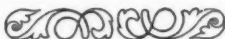
**The
Chronicle**

It covers Illinois, Wiscon-
sin, Iowa, Northern Indiana
and Southern Michigan.

SPECIAL EDITIONS

of

Printers' Ink



**To all Members of the Association
of American Advertisers**

PRESS-DAY, MAY 7

**To all Members of American News-
paper Publishers' Association**

PRESS-DAY, MAY 14

**To all Members of the Proprietary
Association of America**

PRESS-DAY, MAY 21

THE primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for PRINTERS' INK, the little Schoolmaster in the Art of Advertising. The special issues of PRINTERS' INK can be used by the high grade and first class advertising medium, for each issue reaches a desirable class of probable patrons.

The latest day for each issue is as stated. Every attention will be given advertisements in the matter of typesetting. The advertiser who sends order and copy by return mail will be sure of attention.

ADVERTISING RATES.—Page, \$100; half-page, \$50; quarter page, \$25; line, 50c., or if classified, without display, 25 cents.

Five per cent discount for cash in full payment with order.

The advertiser who must have a special position for his announcement is reminded that PRINTERS' INK is a small paper and special positions are scarce. Twenty-five per cent additional will be charged for special position if granted.

Address Orders to

Printers' Ink 10 Spruce St.
New York.....

MONTREAL

IS THE METROPOLIS
OF CANADA—

La Patrie

THE FRENCH METROPOLITAN DAILY

It reaches the wide-awake and
buying classes. The class of
readers reached is the kind that
pays the advertiser.

Daily **33,000** Issue

ADVERTISERS: Bear in mind that over
two-thirds of Montreal's population is French
speaking ; to reach them no better medium is
to be found than the newspaper—that news-
paper LA PATRIE.

For rates and sample copies, address

LA PATRIE PUBLISHING CO.,
St. James Street,
EUG. SARTE, Advertising Manager. MONTREAL.

ADVERTISING MANAGERS FOR THE UNITED STATES

LA COSTE & MAXWELL
140 Nassau Street, New York

Telephone, 2999 John.

Like No Other Paper

THE MAGAZINE OF MYSTERIES is the only paper in the world of its kind. It is a spiritual paper, full of hope, guidance, help, cheerfulness and comfort, an optimistic paper that appeals to mankind, irrespective of religious creed.

That it is on right lines is shown by the circulation having reached fifty thousand copies at the end of the first twelve months, and its beginning was most modest.

It is taken by men and women who think for themselves, who are intelligent, bright and investigating, who do not pass an idea simply because it is new, but who stop and investigate. They are not bound by prejudice or bigotry.

THE MAGAZINE OF MYSTERIES

These people are the best in the world for an advertiser to reach who has an article of merit and who can put it before them in the right way. That they have the money to buy what they want cannot be disputed.

Get in touch with these people. They are liberal buyers. Only high-grade advertisements solicited.

No medical, tobacco or liquor advertisements or advertisements of irresponsible concerns taken.

For Rates and Further Information, Address

THE MAGAZINE OF MYSTERIES

22 NORTH WILLIAM ST., NEW YORK, N. Y.

A Class By Itself

From Maine to Colorado.

Your news ink has always been very satisfactory.—*Register, Booth Bay, Me.*

Your ink received, and a trial enables us to truthfully say that it is altogether superior to the news ink for which we were accustomed to pay 14 cents per lb. A 5½-cent ink appears cheap, almost if not quite a revolution, but the thing is altogether possible, for we have the ink, and can answer that all future orders will be addressed to you.—*Times, Scottville, Ky.*

The news ink purchased of you some time ago proved entirely satisfactory. As we explained in our order, we do our presswork under peculiar conditions, but you seem to have hit our case to a T. We saved just \$11.00 over prices we had been paying and got a better ink for our purpose.—*Herald, Oakham, Mass.*

Your news ink is all right, and my foreman says if I ever buy any other but yours, he will hand in his resignation. We have tried all kinds and like yours the best, and will have no other. That's what we think of Jonson's inks.—*Dispatch, Seneca, Mo.*

Your news ink never fails to give satisfaction.—*Sun, Quarryville, Pa.*

I have bought news and job inks from you ever since you started in the business. The fact that I send to the other extremity of the continent for them speaks louder than words.—*Wood River Times, Hailey, Idaho.*

We have been using your news ink for several years, and have had less trouble with it than we have with high-priced inks of other manufacturers.—*Sun, Greeley, Col.*

My news ink is sold as follows:

500 lb. barrels.....	\$20.00
250 lb. kegs.....	11.25
100 lb. kegs.....	5.00
50 lb. kegs.....	2.75
25 lb. kegs.....	1.50

It seems to give universal satisfaction, judging by the numerous testimonials I receive, and were I to sell on credit I could utilize a factory three blocks long and two blocks wide. I made my prices eight years ago, and wealth or prestige have never induced me to make concessions. The proud possessor of a million dollars has to pay in advance for my inks just the same as the little fellow who spends his last 25 cents for one of my ¼-lb cans. When the goods are not found satisfactory I offer no argument, but refund the money along with the transportation charges.

Send for my price list of job inks. Address

PRINTERS INK JONSON,
17 Spruce Street, New York.

Weather Forecast: FAIR; WARMER

5,969
ADVERTISEMENTS
PRINTED IN SUN-
DAY'S WORLD.

688
ADVERTISEMENTS MORE
THAN SAME SUNDAY OF
LAST YEAR.

World

"Circulation Books Open to All."

6,281
ADVERTISEMENTS WERE
PRINTED IN THE SUNDAY
INQUIRER.

817
INCREASE OVER CORRES-
PONDING SUNDAY LAST
YEAR.

Inquirer

The two headings shown above are from the N. Y. WORLD and the PHILADELPHIA INQUIRER and both refer to the paid advertisements printed on Sunday, April 20, 1902.

Advertisers know the value of advertisements in the INQUIRER and have accorded to it the first place among the country's advertising mediums.

THE PHILADELPHIA INQUIRER

1109 MARKET ST., PHILADELPHIA, PA.

NEW YORK OFFICE,
Tribune Building.

CHICAGO OFFICE,
Stock Exchange Building.